

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

62.23

on display 1912

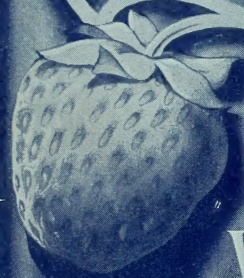
1890

21 YEARS

1911

**Pure Bred
Strawberry Plants**

Grown in a
Natural Strawberry
Climate



by
W.W. THOMAS
The
**Strawberry
Plant Man**

SEASON
1911-1912

ANNA
ILL.



LIBRARY
U.S. Department of Agriculture
Washington, D.C.

1911

STRAW POTTLES



WHENCE this Heaven scented, Heaven tinted, luscious mouthful derives the name strawberry, will probably never be settled. Many who are acquainted with the rambling propensities of the strawberry plant, insist that its habit of throwing out runners led it to be called in olden times the straeing berry and that the word straw is nothing more nor less than a corruption of the Anglo Saxon verb, "strae," meaning to stray or wander.

Others tell of the ancient custom in Merrie Old England of stringing the fresh picked berry on straws, in which shape they were offered for sale in the markets, but my mind harks back to the time when the Monks of the old historic Westminster Abbey in the Sixteenth century, under special grant and license from the throne, cultivated a market

garden and from their labor placed on the market in baskets weaved from golden straw what were known as straw pottles, which were in fact, the scarlet strawberry. These straw baskets were piled high with the luscious fruit and in the early history of London, were offered by the strawberry girls on the London streets and in the London markets.

I am also reminded of the romance of poor Nell, whose song of "Strawberries, strawberries, who'll buy my ripe strawberries?" still echoes through the streets of Richmond on the winding Thames and around whose romance as the sweetheart of her royal lover, has been entwined many a ballad.

Many an old print of London Town shows the picture of the strawberry girl displaying her strawberries and singing:

"Strawberries, who will buy strawberries?

Ripe, red, rosy strawberries;

Strawberries red, strawberries bright,

Strawberries plucked ere day was light,

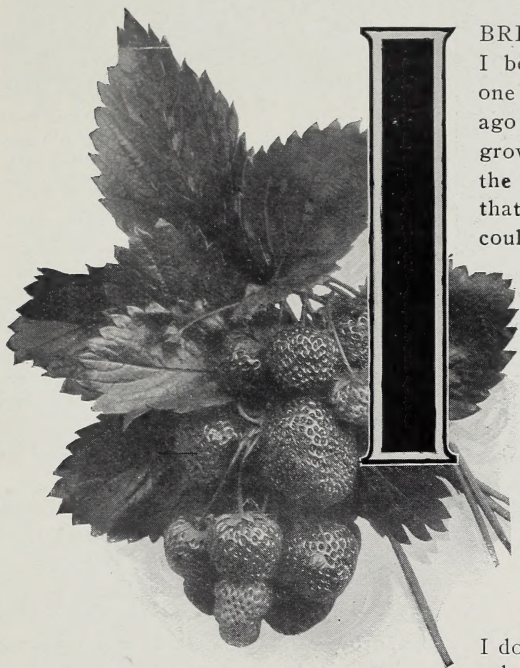
Strawberries fit for knight or earl;

Come buy from the strawberry girl."

Whatever the derivation of the word strawberry, it is in my mind one of God's choicest gifts to mankind and not the berry alone, for what more beautiful than the strawberry bloom and what more restful occupation can one find on a bright summer's day in May than bending over the strawberry patch inhaling the fragrance of the blossom, refreshing the eye with the beautiful green of the leaf, and tickling both eye and palate with the beautiful, rich and luscious melting sweetness of the berry itself.

The ballads of old England have enshrined the strawberry; the Greeks and Romans delighted in it; the Pilgrim Fathers made special reference to the finding of the strawberry in some of the earliest letters that are recorded as being written to the mother country, and today we find this most fragrant and delicious of fruits growing throughout the world. From the Iceland of the North to the sunny, parched sands of the South, it is found, but nowhere has such progress been made in its development as in our own beloved America, especially at Anna, where in a natural strawberry climate are bred the Thomas pure-bred plants.

This One Thing I Do



BREED STRAWBERRY PLANTS.

I believe in breeding plants just as one breeds live stock. Twenty years ago I determined to produce; to grow; to breed the best, the purest, the truest-to-label strawberry plants that soil, rain, sunshine and brains could produce. I want to tell you I have done it. I have succeeded. My plants are demanded by large growers everywhere. I am not boasting. I am just telling you facts; I want these facts to help you. I have made money. Let me help you make money.

Listen.

I put brains into my breeding. That's what will make money for you if you buy Thomas Pure-bred plants.

Brains in breeding is good, but I do better than that. I put brains in selecting what to breed. I choose

only the most vigorous plants that show the best fruit producing qualities, vitality and stamina with which to plant my breeding beds. For twenty-one years I have put my whole energy and thought into producing new and more productive strains.

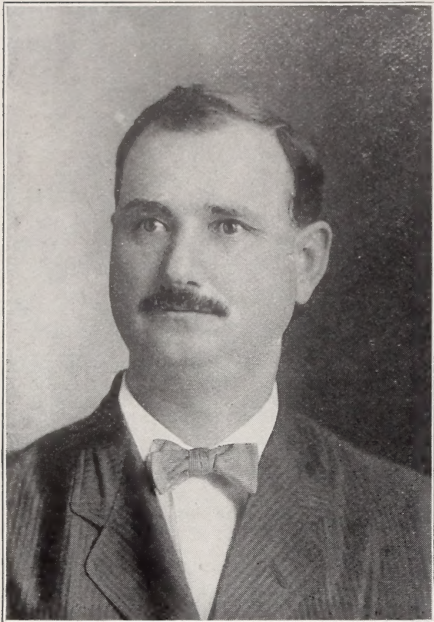
That sounds good, doesn't it, but I went the limit to be able to supply you with the best bred, best grown, best dug, best packed strawberry plants that money can buy. I used brains in selecting where to breed my plants. I searched the country over, giving exhaustive study to soil and climate with special relation to strawberry plants. Anna is a natural strawberry soil and climate.

Isaac Walton said: "Doubtless God might have made a better fruit than the strawberry, but doubtless He never did." I say: "Doubtless God might have made a better combination of soil and climate for growing strawberries than there is at Anna, but doubtless He never did." Anna-bred strawberry plants for this reason will prove most prolific bearers in your soil.

I am not merely talking. I am talking facts. I am not making promises I cannot fulfill. Give me a chance. I will make good. I want everyone who grows strawberries, whether for home use or for the market, to prove what I say by giving me at least a trial order.

Strawberries grown from Thomas Pure-Bred plants mean strawberries for profit.

AT IT TWENTY-ONE YEARS



W. W. Thomas

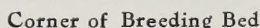
berry grower can afford to plant. The manifested satisfaction of my customers makes the satisfaction of both planter and grower mutual. It is my pleasure to know that I have customers who buy their plants from me year after year and that they will continue to do so as long as they may continue to plant strawberries.

FOR twenty-one years I have been devoting my time to the growing of strawberry plants. From a small beginning in 1890 my business has steadily grown until today it is one of the largest, if not the largest establishment of its kind, an establishment of which I am very proud. I have devoted my life to building it up. The thinking person who will stop long enough to investigate unusual successes will invariably find that—quality coupled with honesty—not chance built the business. The key to my success has been producing plants of the best quality. These plants are now known the country over as Thomas Pure-Bred Plants. There has always been a demand for my kind of plants. Let me assure my readers that my strawberry plants embody a lifetime of successful experience.

My plants are plants in every sense of the word, worth more than they cost. They are the only plants that either a small or large straw-



Residence of W. W. Thomas



THIS is an age of advancement. With a more thorough knowledge and understanding of the "science" of things, old theories, old practices are passing. We are living in a time when "all things have become new" and yet it is the method, the system which is new. The Creator's laws and principles remain immutable.

This is just what I have been doing with strawberries. For twenty-one years I have been thinking, studying, experimenting with strawberries for the one purpose of perfecting, of growing, of breeding plants that would have qualities not found in the ordinary strawberry plant—qualities that would enable the plant to produce a fruit superior to the ordinary grown strawberry and in a profusion far in excess of the average crop.

Edison has largely applied his life energy along the one line of electricity. That almost greater "wizard," Burbank, has applied his energies along another line. Professor Holden, a man sought after by the Government, in demand by all the railroad interests of the great Central West, a man whose name is a by-word in every farm household, has made himself an enduring name simply because he devoted his entire thought, energy and purpose to the improving of seed corn. As a result of his scientific breeding and still more scientific testing of results, he has revolutionized the crop bearing possibilities of every acre put into corn.

These three men are accomplishing wonders; each in a different line, but all three are world benefactors, and I say it without egotism, but with genuine pride and an exultant joy, that what they are doing in their respective lines of research and development, I in my humble way have been doing and still am doing in the producing of a constantly bred-up strawberry. The system by which I continuously breed-up an improved strain of strawberry plants is one worked out by years of study and practical experience. The leading features of my system are explained in detail further on in this book.



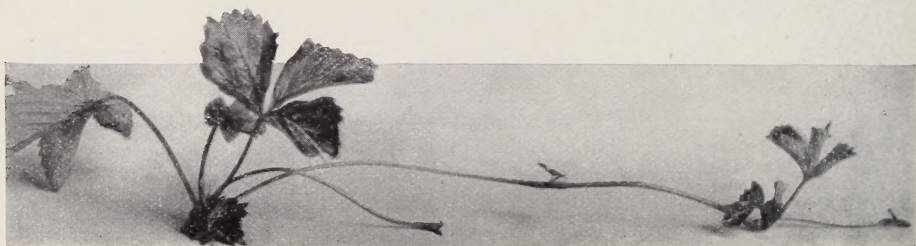
Part of Test Bed

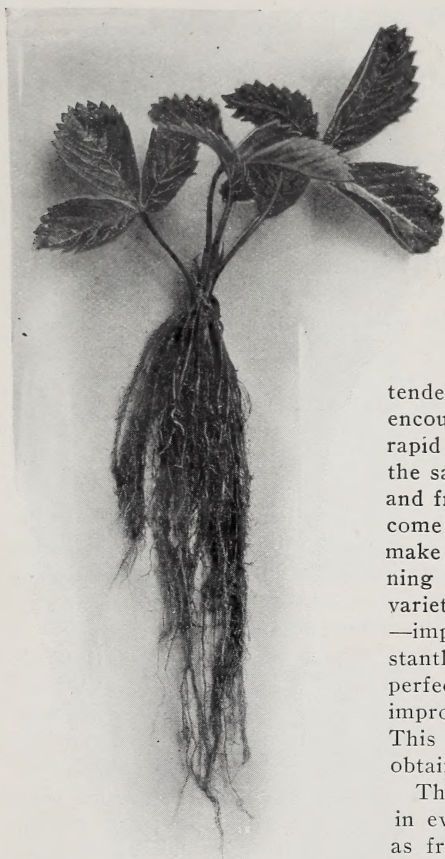
THE BREEDING BED

THE breeding bed is where I grow plants one season to be used the next fall and spring to plant the fields from which I dig and ship plants. It is planted with plants from the previous breeding bed. The choicest plants are selected with great care for this purpose. Only those showing the most vigor and vitality are used. Before the plants in the breeding bed are dug to plant in the fields, the same careful selections are again made for next year's breeding bed. Thus a continuous improvement is going on all the time. I do not stop here. I also plant some of each variety from the breeding bed each year in test bed for testing the fruit and producing qualities of each variety.

SELECTING PLANTS FOR BREEDING

THE breeding beds are planted with the choice of all the plants in the preceding breeding bed. After an individualized plant by plant selection is made for this purpose the remaining plants are used for planting the fields from which plants are sold. Plants from our breeding beds are planted each year for fruit producing tests. The bearing qualities, vitality and stamina of each variety is closely watched. The untiring energy with which breeders have worked out and have brought about the great and wonderful improvements in corn and live stock is not one whit greater than I have put into Thomas Pure-Bred Strawberry Plants.





THOMAS' PURE-BRED PLANTS

MY PLANTS are not only pure-bred, true to name and label, but are bred by the best known method of improving the fruit producing quality of the plants and the betterment of the fruit. I have found that there are some plants which show a strong tendency towards betterment. When this is encouraged by my method the improvement is rapid and great. It is true that some plants of the same varieties do not possess equal energy and fruit producing qualities and gradually become degenerate. You often hear a grower make the remark that a certain variety is running out. It may be for him, but that very variety may be improved by proper breeding—improved not merely temporarily, but constantly. For years I have labored towards perfecting a system that would breed-up and improve the strawberries. I have succeeded. This is attested by the wonderful results obtained by those using my plants.

This catalog contains letters from growers in every section of the United States as well as from Mexico, Cuba, Porto Rico and Bermuda. Should any reader of my catalog think that I am over-enthusiastic concerning my plants, his best warranty that Thomas pure-

A Thomas Pure Bred Plant

bred plants are all that I claim for them lies in the fact that this book contains letters from successful users of my plants in forty out of the forty-six states in the Union.

REMEMBER

¶ Upon the vigor of the plant depends the quality of the fruit.

¶ I have spent years in the study of the strawberry plant and I positively know that you can increase your yield if you pay attention to the character of the plant.

¶ I care not how many strawberries you are getting per acre; if you are not using Thomas pure bred plants, you can get more.

A NATURAL STRAWBERRY CLIMATE

FROM the meager business of the early years of strawberry plant growing my business has increased to require the plant production from 200 acres of a large farm of sandy loam in Dutch Creek Valley, just a few minutes' drive from Anna, and only a few miles from the Mississippi River. From my residence in Anna can be seen the hills of Missouri, as well as the highest point in the state of Illinois. These facts will make it easy for the reader to understand why, at Anna, the Illinois Central Railroad has the highest piece of trackage on its line between Chicago and New Orleans. And from the topmost point in Anna, where my residence is located, you can look in no direction but what can be seen hillsides and valleys on which and in which the strawberry flourishes as only a plant in its natural home can prosper.

With all the advantages enumerated there is not one more important than the fact that I offer you plants grown in an ideal climate—a strawberry climate. It is easy for anyone to know that plants so grown are sturdy and transplanting will not nor does not in a noticeable measure interfere with their growth, development or fruit production.

Anna is in a natural strawberry climate, and this fact emphasizes in an indisputable manner my claim to the production of unexcelled, unequalled plants.

It is just as natural for the best strawberry plants to grow in this location as it is natural for the big trees to grow in California, for polar bears to inhabit the cold north, or for cotton to grow in the Sunny South.

My location, which is so favorable for the production of strawberry plants, has a great deal to do with their quality. This location has more favorable conditions for the production of strawberry plants of the highest quality than any location in the United States. The soil, climate and seasons are ideal for this purpose. My plants are sought after by growers from the Southern States because they have more vitality, more energy and better bearing qualities than those grown in the South. My plants have the needed rest and dormant season which nature intended the strawberry plant should have and which is very essential to their bearing qualities. For these same reasons my plants are also in great demand in Southern California. These facts are supported by numerous testimonials which I receive from these sections. In these localities my plants produce crops that are a matter of wonderment to the growers. My plants also have many advantages over those grown in the far North, East or West, because of the climate, soil and other favored conditions of this locality that do not exist elsewhere. The black, heavy soil of the West, the extreme cold of the North, the unfavorable conditions of the East, are but few of the many things that make my plants superior to those grown in those sections.

South Carolina, June 6, 1911.

We want to say to you that when it comes to good strawberry plants Thomas has them all beaten. This last lot of plants from you were inspected by several growers and all were highly pleased with them. We helped load a car of 230 crates of 32 quarts each

here this spring which sold for \$8.00 per crate net f. o. b. cars. We think this is a world's record price at that season, April 24th. Can any of your customers beat it? Hoping to do a lot of business with you again this year. R. O. HANSON.

MY FOREMEN

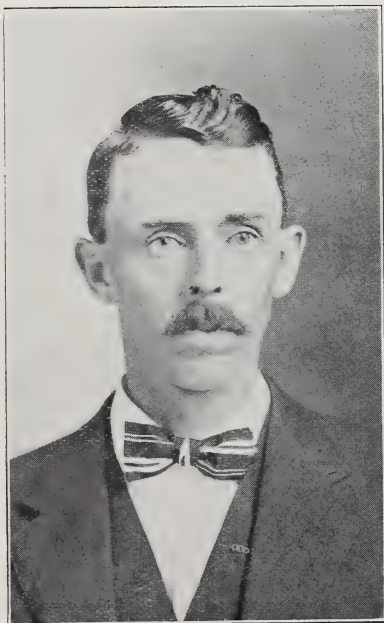


D. A. Fisher

THE FIELD.

I know of no one who has had more thorough practical experience in growing strawberry plants than Mr. Fisher. For more than ten years he has had charge of the planting, growing and digging of my strawberry plants. He has done a great deal towards making the Thomas Pure Bred plants famous. He is a man of unusual ability and is what is known as a hustler. He has constantly under his supervision a large force of men which he has thoroughly organized and is thereby enabled to accomplish his work in the most thorough manner. Mr. Fisher has for years made a special study of this work and has become so thoroughly experienced that he is considered one of the best authorities on the growing of strawberry plants. He spares no effort or expense in maturing the Thomas Pure Bred plants into plants of the highest quality that will yield large, fine crops of fruit.

THE PACKING HOUSE.



W. A. Coleman

Mr. Coleman came into my employ many years ago and has become very familiar with all phases of the business by having worked his way up from the bottom. For a number of years he was store keeper for me and his thoroughness in looking after all details, his ability to handle employes, his honesty, and integrity has advanced him to his present position which he has filled for many years and he has assisted materially in the upbuilding of this business. Mr. Coleman is very conscientious and permits no plants to go out that are not carefully and properly prepared and packed. He believes that the way to build up the trade is to give to all customers fair treatment and to do this he insists that all plants must be properly prepared and carefully packed in the most up to date manner. Since Mr. Coleman has had charge of this department mistakes have been very few, and I seldom receive a complaint. He is necessarily a cool-headed man of unusual ability, otherwise it would be impossible for him to successfully superintend the packing and shipping of 25,000,000 Thomas Pure Bred plants annually.

ping of 25,000,000 Thomas Pure Bred plants annually.

SHIPPING FACILITIES.

Anna is centrally located, which gives us easy access to all parts of the United States. Here we have fast trains, which deliver goods across the country in all directions.

We get special discounts from the regular express rates, which make the cost of transportation by express cheap.

We have here at Anna and Jonesboro the Southern, American and Adams Express Companies, and Illinois Central and Mobile & Ohio Railroads.

Jonesboro, the county seat of this (Union) county, immediately adjoins Anna, and the two are almost one and the same city. Shipments made from either Anna or Jonesboro.

LABOR.

Most of my help both in the field and packing house have been in my employ for years, some as long as twelve years. This should signify that my help is very proficient and experienced, which is worth a great deal in conducting a business of this kind. One thing that my foremen and myself always insist on is that all employes be treated fair and right, and we therefore have been able to secure the best class of help and they receive the best of wages.

DIGGING STRAWBERRY PLANTS BY MULE POWER.

Mine is the only plant growing establishment that digs plants with mule power. This digger is drawn by four large mules and there is nothing to compare with it in digging plants, as it goes deep in the ground under the plants and takes them out with all the roots. This does away with leaving half of the roots in the ground as is the case when dug in any other way. The soil under which the digger is run is elevated and pulverized and the plants are easily raked together with forked hoes by men who work right after the digger. They are then placed in sacks and labeled, and taken at once to the packing house.

PACKING STRAWBERRY PLANTS.

As soon as the plants are received at the packing house all the dead leaves and runners are removed, the roots straightened and plants counted and tied up in neat bundles of twenty-five each. They are then packed in light baskets or crates, with roots well packed in damp moss. They are kept in the cool cellar until a short time before the express is due. Thus packed and handled, you get your plants fresh and in fine condition.



A Shipment for the Express Office



COLD WEATHER SHIPMENTS.

I have always advised my customers that cold weather is most favorable time for shipment of strawberry plants. It does not hurt them to freeze in transit, when packed as we pack them, so long as they are allowed to thaw out **before packages are opened**. If they should be frozen when received, place them in cellar or room until thoroughly thawed out, but never place them near a stove or boiler. They should be allowed to thaw out gradually as in a cool cellar. It is far better to receive plants when the ground is still frozen than in warm weather, as there is no danger of the plants heating in cold weather.

OUR PACKING MOSS.

I use nothing but the very best florist's spelman moss, thoroughly cured, so that it contains no heating qualities. It is the best and the only packing material that should be used for packing strawberry plants. This moss is capable of holding moisture for a long time and when the roots of the plants are packed in this moss in the thorough manner in which we pack them they will carry a great distance safely and in splendid condition.



The above picture shows a load of the finest florists moss on the way to the packing house. About two carloads of this moss is required each season for packing my plants.

SOMETHING TO THINK ABOUT

THE outlook for the strawberry grower was never better. He is dealing in a staple commodity that is year after year becoming more and more a world necessity. The future of the feeder of men is full of promise.

Here is an illustration of the rapid growth in the percentage of consumers compared to the producers. In 1790 there were 96 men engaged in raising food stuff on the farm to every four in the cities who needed food stuff but did not raise them. In 1860—seventy years later—the number of men engaged in wresting food stuff from the soil had decreased to 84 and the number who did not raise the food stuff increased to 16. In 1870 there were only 47 producers where the non-producers had increased to 53. In 1880 the producers had decreased to 44 while the others had increased to 56. In 1900 there was only a fraction more than 35 people on farms to produce food forthemselves and for every 65 in the cities. I doubt if the census of 1910 will show more than 30 persons engaged in agricultural pursuits for every 70 who live in the cities. Land is growing in value; labor is asking for more pay for less work. The demand for food stuffs, especially quality food stuffs, is greater than the supply. I am a firm believer that quality can always command price. The strawberry grower who runs with the crowd will make money, but it is the man who keeps ahead of the crowd, not with it, that is making his land, his time and his investment pay the largest dividends. Remember, the foundation on which to build all dividends is Pure-Bred plants, the plant that will bring the largest return for money, time and labor expended.



A View in W. W. Thomas' Offices



STRAWBERRIES FOR PROFIT

THERE are thousands of strawberry growers who recognize that industry as their vocation. It is to be proclaimed and can be proven that the professional berry grower is making more money today than any farmer who depends on the ordinary farm crop for his entire earnings. Acreage considered, the berry grower has the best of the argument from start to finish. The investment which produces a \$5,000 strawberry crop is but a small per cent of the investment needed to produce \$5,000 worth of wheat, cotton, truck or citrus fruit.

I want to help in the production of better strawberries. I want to help you. It should not be a question of your following ancestors' footsteps. Imitating former generations does not bring about new and improved conditions. This is not a censure for our ancestors. Had they had the opportunities that you and I have, their history would have been different. Think of the tremendous difference between our improved varieties of strawberries and the Hoveys Seedling (which was the first American variety), originated in 1834 or 1835. Lack of transportation facilities fifty years ago prevented growing strawberries in remote state and selling them in the great city markets.

If your profits are not what they should be, I can show you clearly the way to a more satisfactory result for the physical force spent by you in the production of your crop.

My ideas are not theoretical, they are founded on established facts. Are you interested in making that small farm or that large farm of yours a profit producer instead of just an expense paying, make-a-living proposition? You should be. Your welfare and that of your family demand that your every effort should be well spent. An accumulated crop profit of a series of years is a pleasant thing to anticipate.

But without the individual profit there can be no accumulation.

There can be no individual profit without effort—intelligent effort. The plans laid down in this book, if properly followed, will give you the profit to which you are entitled.

It has been said that strawberries will grow anywhere that corn will grow. They will do this and they will do more. They will grow where corn will not grow. I refer to localities where the nights are too cool or the season too short for corn.

Texas, November 21, 1910.

I finished mulching $\frac{1}{4}$ acre of Excelsior today. This patch was set with your plants in December, 1908. Last year it netted me \$120.00. It bore continuously from March 25th to June 1st, bringing me an average

price of \$6.50 per crate before the Klondyke came in. Three-fourths of an acre of Klondyke, also your plants, made a net profit of \$245.65, making a total for the acre of \$365.65 net from new land and unfertilized.

W. A. PFEIFFER.

STRAWBERRIES PROFITABLE TO ENTIRE COMMUNITY

THERE are many crops that the successful growing and marketing of in any community will put money in circulation among others than the growers but there is no crop that puts as much money in circulation among all class and creates as much stimulus in a town or community as strawberry growing. There is always a noticeable air of hustle, progressiveness and prosperity about a strawberry growing center. It is good for everyone and all feel the effects of the marketing of the crop.

It is not only the grower who has his net returns to spend or deposit in the Bank, there are those employed in making the crates and boxes, the employes of the ice factory and the great army of pickers and packers and others employed in caring for the crop and all these put their money in circulation so that it stimulates any kind of business in a town. The merchants of all kinds, the banker and even the peanut peddler feel the effects of it. The amount paid for picking alone is an enormous thing. In many of the large strawberry growing centers it is often that \$5,000.00 or more per day is paid just for picking the berries and the people who pick the berries spend it among the business men of their own town for the necessities and luxuries of life.

It does not take skilled workmen to pick the berries but every one can help who is old enough to realize the importance of doing their work right, thus men, women, and children share alike in the opportunity of earning their part in the harvest.

The stimulus created by the strawberry season is felt throughout the entire year until the next crop is ready for market. If I were to enumerate all the classes who directly or indirectly are benefited by the strawberry crop it would include every business in the town, therefore it is an industry that all business men should encourage.

If yours is already a strawberry growing center then encourage the growing of better berries, berries that will bring the greatest returns for labor, time and money expended. Encourage a more thorough systematic method of culture and marketing. If not already a strawberry growing center, then encourage the launching of the industry. No matter whether you are a business man or a farmer, it will help you and the community. Talk it up to every one, get the leaders together and organize a strawberry growers association. Get the growers to agree to plant as many acres each as their ability to care for and the size of their farms will permit.

Insist on their using the best plants to insure the greatest success. Get in touch with fertilizing companies, arrange for supply of packages for the berries; look up markets and buyers and let it be known to them you propose to produce and market the best berries. Let every business man and every farmer get together and work together to push the industry and make it a grand success united and concerted energy will accomplish this, then your business will grow and your farms will increase in value and yourselves and town will be prosperous.

Cuba, November 10, 1910.

Three years ago I bought some strawberry plants from you and had good success with them each winter until the late storm. I am now out of plants and would like to get some more as soon as possible.

C. L. CAMPBELL.

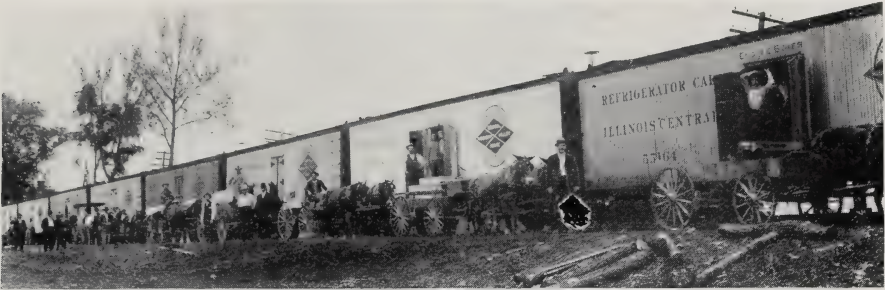
Porto Rico, Nov. 19, 1910.

The plants arrived in good condition.

D. W. MAY,

Special Agent in charge, Porto Rico Agr. Expr. Station.

STRAWBERRIES FOR THE GREAT MARKETS



Loading Strawberries at Anna

STRAWBERRIES are not grown for home market as largely in the South as in the North because the North contains more large cities that furnish nearby markets for many home growers. In the south it is different; the strawberries are grown with the expectation of placing them on the great markets of the North.

The first strawberries on the Northern markets come from the extreme Southern part of our country, Florida and the Gulf Coast, and going forward in small quantities, usually sell for fabulous prices. As the season advances the shipments increase in size and volume, first carloads, then trainloads. The city of Chicago alone during the strawberry shipping season uses in one day an average of forty to fifty cars. The highest daily record is one hundred cars.

In growing strawberries for distant markets, one of the important things to consider is that of planting varieties which will stand long shipments. Berries that are firm and at the same time have quality. Refrigerator cars are used extensively for long distance shipments. From some shipping points almost a train load per day are shipped. Last May fourteen large refrigerator cars were loaded and shipped in one day from Anna.

Supplying strawberries for the Northern markets has not only become a great business, but a profitable one. Thousands of acres are under strawberry cultivation and thousands of people are employed in growing, harvesting and caring for the crops. Strawberries have proven to be one of the most profitable crops that can be grown by those not near a home market.

While this industry is growing throughout the country, the large cities are growing equally—even faster—therefore there is an increasing demand for good berries. Strawberry shipments from the Southern states, Missouri, Illinois, Indiana, find their way not only into the large cities, but into every small city, village and town throughout the North. They are shipped in car or train loads to the great distributing centers and reshipped to the smaller places.

The first strawberries seen in the North are perhaps from Florida, Louisiana, Texas, or some Southern state, being no doubt of the Klondyke variety (that being the king of all Southern berries. The average human cannot resist the temptation to take home one of the small boxes. There is something about strawberries that is fascinating. They will create more interest than the first of any other fruit. One is sure to notice the first strawberries received on the market. Not so with other fruits. All things considered, there is nothing in the way of fruits or truck that can be grown for the large markets that is more profitable than strawberries.



STRAWBERRIES FOR HOME USE

A LOVER of nature will find nothing so interesting as a strawberry bed, furnishing strawberries for his own table. This one can have whether owning a city lot or a large farm. From the time the plants begin to put out new leaves in the spring until the ripe red berries appear, there is a constant fascination in the ever changing development of the berries. Think of going into your garden and watching the different stages of growth and when the berries begin to ripen, having the choicest of God's good gifts of your own growing for your table. There are some varieties that are splendid for home use that are not a success as a shipper.

NUMBER OF PLANTS REQUIRED PER ACRE.

24 x 12 inches apart.....	21,780 plants	42 x 24 inches apart.....	6,225 plants
24 x 24 inches apart.....	10,890 plants	48 x 12 inches apart.....	10,890 plants
36 x 12 inches apart.....	14,520 plants	48 x 18 inches apart.....	7,260 plants
36 x 24 inches apart.....	7,260 plants	48 x 24 inches apart.....	5,445 plants
36 x 30 inches apart.....	5,800 plants	48 x 30 inches apart.....	4,400 plants
36 x 36 inches apart.....	4,840 plants	48 x 36 inches apart.....	3,630 plants

California, June 9, 1911.

The strawberry plants ordered from you last fall have made a tremendous growth and have picked enough fruit already to give them a final test, and you may rest assured that I will be your customer again for more plants.

WILLIAM RODRIGUEZ.

Texas, June 14, 1911.

I must candidly say that the plants you sent me were the finest I ever saw. Can truly say that your Klondyke variety has proven a great success in this (San Benito) country.

CHAS. W. LENNEBACKER.

Louisiana, November 28, 1910.

Two years ago I got 5,000 plants from you and set them out the first week in December and the last of January I picked the first ripe

strawberries. (Pretty quick don't you think?) I never had berries fruit better than your plants. A year ago I commenced selling berries the first of December and got 50c per quart until after the holidays and then 25c per quart until the last of February, when the crop was in full blast. I sold the balance of the crop at 10c per quart. My acre of strawberry plants made more than all my truck.

V. H. WOOD.

Nevada, May 26, 1911.

On the advice of Chas. Mullin of Reno, Nevada, an old customer of yours, I am sending for your book and also your price on 10,000 Senator Dunlap plants. He tells me that out of twenty-one varieties tested it was the best all-around berry.

A. L. HITCHCOCK.



PRACTICAL STRAWBERRY POINTERS

TO GIVE to the inexperienced some practical points in strawberry growing, to assist in promoting the interest of the successful grower is the purpose of the information given in this booklet. The area in which the strawberry will grow and thrive is so great and varied that it is impossible to furnish a detailed set of instructions for each locality where conditions vary, but what is said here can easily be applied to all localities.

My life time has been devoted to growing strawberry plants. I have had a vast amount of practical experience. I have had an opportunity to observe and investigate the various methods practiced by growers in various sections.

There are many classes of growers. There is the Gulf Coast and Florida grower who markets his crop in January and February. There are the extensive growers of Arkansas, Tennessee and North Carolina, who market their crops by the car load. Some of these have hundreds of acres of berries and employ pickers by the thousand. Some of the largest individual growers that I know of are in the states last named. There is a continuation of strawberry growers under various and different conditions extending to Canada. There is the mountain grower, who grows the strawberries a mile and a quarter above the sea level. In Southern California strawberries ripen each month in the year. They thrive under irrigation and always respond bountifully to good treatment. From the hot sands of the South to the extreme cold North, from near the sea level to great altitude, from the Atlantic to the Pacific the strawberry thrives, produces and enriches.

Varieties best suited for the South are not a success in the North, and vice versa. Some of the most enthusiastic strawberry growers are those who only have a small plot of ground in the back yard or on a city lot. They watch developments just as closely and devote as much attention as the grower who has hundreds of acres.

Long Island, New York, May 12, 1911.

Plants received O. K. and set out by the light of the Silvery Moon with a good shower about 3 a. m. Glad to know you and thank you for your promptness. H. T. BUTLER.

Ohio, May 10, 1911.

Received your strawberry plants all right; have them set out and they all look nice.

W. L. WOODIN.

Maine, May 12, 1911.

The strawberry plants and asparagus roots which I ordered from you reached me to-day in perfect condition and although through some delay in notifying me they were delayed at the express office some three days they were all in A1 shape and in justice to the Strawberry Plant Man I want to say that they were the finest stock I ever saw and the manner in which they were packed was perfect, and if they should not live it surely is no fault of the shipper.

FRANK L. CHADWICK.



SOIL AND LOCATION

IT HAS been demonstrated that strawberries will grow in most any kind of soil and yield good returns, but there is some soil better than others. Good, rich, loamy soil well drained is the best. Sometimes a mistake is made by planting in ground that is porous, so gravely and sandy that it will not hold the moisture, and the plants will burn and dry out during the hot summer.

Another mistake is to plant on land that is so low and wet that the water will stand during rainy times and drown the plants out.

Another mistake is to plant on ground where freezing will heave the plants out during the winter in localities where freezing weather prevails.

It is well to plant early varieties on high land so that late frosts will not injure the blooms or berries.

It is a well known fact that there will be frost in low places and valleys when there will be none on higher ground. This is a good thing to observe in planting early varieties and is also well to take into consideration in some of the midseason varieties.

With late varieties it is different. The late varieties usually do best on low ground in small bottoms or valleys. These varieties bloom late, usually after all danger of frost is past. They do not begin to ripen until after most of the early varieties are gone. During a dry season low land becomes very valuable for late berries. It contains the moisture and will mature a good crop when high land will have become very dry and the crop a failure for the want of the moisture which is in good supply on low land.

Tennessee, March 23, 1911.

Your plants have been coming O. K. No complaint.
W. E. RICHARDSON.

Colorado, March 31, 1911.

25,000 Senator Dunlap strawberry plants received today here in fine condition. Parties helping me heel them in remarked about the strong roots.
ALBERT A. MANN.

Illinois, May 30, 1911.

Glad the plants came early; began planting March 21st and finished the 25th. Say, they are hustlers.
M. FLORY.

Idaho, May 19, 1911.

We received our strawberry plants O. K.
C. S. TOOL.

Tennessee, May 22, 1911.

The strawberry plants bought of you last spring came in fine shape, got a good stand and are growing nicely. I take pleasure in recommending your plants.

W. E. RICHARDSON.

PREPARING LAND AND FERTILITY

DO YOU want to be just an ordinary strawberry grower, and will you be satisfied with any kind of a crop? No, you want to be a successful grower. You want to do everything you can to make your strawberry crops a grand success. It is easy to succeed if you will proceed properly.

The land should be thoroughly plowed, well harrowed, then dragged or rolled. In some places it is advisable to plant on a ridge, but in most localities level culture is the custom. If planted on a ridge, it should be well firmed with a drag made for that purpose. If the land is good and strong, no fertilizer will be necessary. Bottom lands are usually rich enough in fertilization to require no fertilizer. However, some fertilizer added will almost always pay for itself many times over. Stable manure is a strong fertilizer and when it can be done, the best way is to spread a liberal application of same on land and plow it under late in the summer or early in the fall, rebreak the land before planting deep enough so that the manure will be turned up and be near the top of the soil. Strawberry plants feed near the surface.

When fall plowing is done and the land is plowed twice, the manure should be plowed under early enough so that it would become well rotted before the second plowing. If manure is used and land is not rebroken, it leaves it so deep in the ground that it is beyond the reach of the strawberry plants. When the ground is only plowed once or when manure cannot be applied before the first plowing, it should be applied after plowing and worked in the soil well with harrow. I have found it a good plan when plants are planted in the fall to spread the manure over the field during the winter and work it in with cultivator in the spring. It acts as a mulch and helps to prevent freezing out if in the North. When the manure is plowed under, it destroys most of the weeds and grass seeds. Commercial fertilizers are used extensively. Among the best are bone meal and cotton seed meal, or similar fertilizer. There are several especially prepared strawberry fertilizers on the market that are good. These can be applied in several ways, can be drilled in the soil where row is to be, broadcast before planting, or drilled in alongside the plants or in any other practical way. Four hundred or five hundred pounds to the acre should be about the proper quantity. If the land is low and inclined to be wet, it should be well drained either with tile or open ditches. It is often advisable to rework land to be sure to have it in splendid condition.

The Cow pea is perhaps the best crop to precede the strawberry if the manure that is to be used on the strawberry field is plowed under before sowing the peas, it will give better results than if applied later. Strawberries, as a rule, have been planted and cultivated in any old slipshod way. All that many growers do, is to set the plants, give them a semblance of cultivation and hoeing once or twice and let it go at that. At the same time any poor hillside or impoverished field is used; it is not fit for anything else but is good enough for strawberries; then these same growers will tell you that strawberries do not pay. I am glad to know that this class of growers is fast disappearing. The energetic, thinking grower is forcing them out. The up-to-date grower who systematically plants and cultivates berries—feeds his plants—and intelligently harvests and markets his crop, will make more money out of strawberries than he can on any other fruit. Plant food is a necessity if you would be a successful grower. The cow pea not only adds much to the soil as a fertilizer but puts the usual needed humus in the soil and otherwise greatly improves it.



PLANTING

TO INSURE a good stand of plants, care must be exercised in planting. Many ways are recommended and many ways are successful. The marker shown above I have found to be the most practical for marking off the land. It scratches a mark in the ground, which is not easily destroyed by rain and will remain visible for a long time. This marker can be made by any blacksmith and is inexpensive. I will be pleased to supply diagrams, etc., to any who may wish to build this marker for themselves.

As to distance apart the plants should be set, and the number of plants per acre, much depends on the various localities and the method under which the plants are grown.

For a matted row (which is most popular), the rows should be three and one-half or four feet apart, and the plants on an average of eighteen inches apart in a row. The distance apart in the row should be governed by the ability of the plants to make runners, varieties and localities considered. Thrifty growing varieties in localities where strawberries make a luxuriant growth can be planted further apart, some shy plant makers will want to be planted closer. When it is desired to grow the plants without allowing runners to root, as is done in the hill culture, the plants may be planted ten to twelve inches apart. All runners should be cut off as fast as they start, and the plants will stool out and develop into enormous plants producing great quantities of berries.

Large growers should mark their land both ways, so their plants will be two to three feet apart in the row, and they will then be able to cultivate both ways until the runners start.

Having planted successfully for years with a spade and having tried various other ways without as good results, I now have all my planting done with spades. In planting a man and boy work together; they face the way the row runs. The man uses the spade with his right hand and carries a basket of plants on his left arm. The spade is placed at a right angle with the row, the left edge of the spade being even with the mark. With the right foot force the spade deep in the ground at a slight angle, push the handle forward, which leaves an opening behind the spade in which to insert the plant.

Louisiana, Nov. 30, 1910.

The plants arrived in due time. Are set out and growing fine. J. A. CLARK.

Texas, May 29, 1911.

The plants I got of you were fine. Every one said they were fine plants that ordered them. J. H. ALLEN.

Maine, May 15, 1911.

The strawberry plants you sent me were so nice that I am sending for some more of the same kind (Senator Dunlap) for a neighbor.

M. L. STINCHFIELD.



Position of Spade



Putting in the Plant

The boy does this by taking the plant between his thumb and second finger of right hand, the first finger extending straight down beside the roots. With a quick swing place the plant in the opening behind the spade down to the bud and hold it in this position until the spade is removed and the man with his left foot presses the soil firmly to the plant. With a little practice one can become very rapid and proficient. In planting the dirt should always be well pressed to the plant. This is very necessary and the roots should always be well down and not doubled up. I advise cutting off about one-third of the roots. When planting in the spring, I like to plant on solid or firm soil as early in the spring as possible.

FALL AND WINTER PLANTING

I PREFER fall and winter planting for my latitude and for further South. I do as much of my own planting in the months of November and December as I possibly can. Also plant any time during the winter when the ground is not frozen.

If land is such that the plants will heave out by the freezing weather in the winter, it will be necessary to plant early in the fall so that the roots will have time to fasten themselves firmly, or to mulch the plants to prevent heaving out during the freezing weather.

South of the freezing line it is necessary to plant in the fall to secure good results. In fact, a crop of berries is harvested a few months after the planting. In Florida, the Gulf States and southern California, strawberries are planted almost exclusively in the fall and early winter. When the growers in these localities use my plants they are sure of a good crop of berries at their strawberry ripening season, which is a few months after

the plants have been set. Further north, where freezing weather prevails, and in my latitude, it is advisable to plant in the fall or any time during the winter when the ground is not frozen. Our own extensive fall and winter planting has proven this. Straw or coarse manure is suitable for this, but should be removed from directly over the plant when danger of freezing is over in the spring or when the plants commence to grow.

PRUNING THE ROOTS



Unpruned Bunch



Pruned Bunch



Pruned Plant

I DO not prune the roots of the plants I send out, as I believe it is better that they should be freshly pruned when planted. About one-third of the roots should be cut off. A sharp knife should be used so as not to bruise the roots and so that the cut will be smooth. This is important, as the cut will then callous quickly and start out new root growth. A properly root-pruned plant will start to grow much quicker than the unpruned plant. It also enables the root to be straight down out of the way of the cultivator's teeth and not doubled up as is the case many times when roots are not pruned. I show the pruned and unpruned plant which shows just how pruning should be done. If you have not been pruning your strawberry plants, do so hereafter. You will find that there is a wonderful advantage in doing so.

REMOVING THE BLOSSOMS

T HE blossoms of the newly planted strawberry plants should be removed as soon as they put in an appearance. This does not apply to the extreme South, where the crop of berries is often produced a few weeks after planting, but it applies to sections where strawberries are cultivated one year before fruit is harvested. The blossoms can be removed by cutting or pinching off. They should not be allowed to fruit, as it will injure the vitality of the plant.

Remember that the plants you get from me are bred from plants that for years have been grown for "plants." They have not been allowed to fruit, therefore they show a great tendency towards producing berries. They will bloom freely and prove prolific producers.

From the above, do not think that the bearing qualities of my plants have not been tested. Some plants are fruited each year to test the fruit producing qualities of each variety. For this purpose we use plants from the breeding bed, the same kind that we use for growing plants for sale, thus we constantly test the bearing qualities of our plants.



Cutting off Blossom

CULTIVATION

CULTIVATION should commence early in the spring and continue all summer. This applies to plants set in the fall, winter or spring. A small tooth cultivator is the best and should be used about every ten days or oftener. If rains should be heavy and pack the soil, then cultivate as soon after the rain as ground is dry enough. The grass and weeds should be removed from row and from around the plants and soil loosened between the plants. Give thorough cultivation, it will pay. When field is planted both ways, it will be found that there will be a great saving in the hoeing, until runners start to grow, by cultivating both ways. The soil should be kept thoroughly loose and well pulverized all summer. Cultivation should always be done as soon after a rain as the ground is dry enough. When the runners commence to grow, hoeing will have to be done with more care. When the new plant begins to form on the runners, it should be pressed down and a little loose soil thrown on the runner just behind the small plant. This will hold it to the ground and will aid the new plant greatly in rooting. I advise letting the first runners grow and after enough plants have been rooted, then keep all runners cut off. In the South when the strawberries are planted in the fall, they should be cultivated from planting time until about blooming time, when they are usually mulched and cultivation ceases.

THE MATTED ROW

STRAWBERRIES throughout the states of North Carolina, Tennessee, Arkansas, Oklahoma and those to the north of them are generally grown in a matted row varying in width from 18 inches to 3 feet. The proper width of the matted row should be from 18 inches to 2 feet. There are more strawberries grown in matted rows than under any other system. In the states above named it is no doubt the most practical way of growing. Plants should be planted in rows $3\frac{1}{2}$ or 4 feet apart and anywhere from 1 to 2 feet apart in the row, according to the varieties, soil and locality. Varieties that make but few plants should be planted closer in the row than those that make plants freely. The fertility of the soil should also be considered. If the land is rich plants can be planter further apart than if not so fertile; however, as advised elsewhere in this book, land that is poor should either be fertilized thoroughly or not planted. Localities that are droughty or where plants do not grow so rapidly will require plants closer.



Thomas Pure Bred Plants in Matted Row, on Farm of E. R. Jinnette, Union Co., Ill



THE NARROW MATTED ROW

PLANT about the same as for the matted row, except the rows may be closer. The row is usually allowed to become about one foot wide, then all runners are cut off. This is a very satisfactory way, followed by many.

THE DOUBLE ROW

IN ALL states south of those above named (with few exceptions), in Florida and most of the other Gulf states, as well as in Southern California, the double row system is found to be good and is generally practiced. The two rows are planted 12 to 15 inches apart, with the plants one foot apart in the row, planted so that they do not come opposite but half way between the plants in the other row. A space of two feet or more is left between these two rows and the next two. In growing this way all the runners are usually kept cut off and none allowed to root. In most of the South where this method of growing is followed, the plants are set anew each season, only one crop being harvested from them. They are planted in the fall in the months of October, November and December and bear berries in January, February and March. The plants are usually cultivated up until ready to commence blooming, when cultivation is stopped and plants mulched to protect the berries from dirt and sand. This is a good system to practice in any locality and good results can be expected.





HILL CULTURE

UNDER this system strawberries are planted two or three feet apart each way. Sometimes they are planted only one way and about one foot apart in the row. Runners are kept cut off so that the plants will develop in as large, thrifty plants as possible. Very fine berries are grown this way and some prefer it to the double row.

MULCHING

MULCHING is practiced in the North to protect the strawberries from severe freezing, and in the South to protect the ripening fruit from frost. Lying between these two sections, there is a vast territory where strawberries are not always mulched. Straw or any other coarse litter is good for mulching and should be applied in the North about the time the ground begins to freeze, in the South just before plants begin to bloom. In the South pine needles are used extensively for mulching and when applying them just before blooming time care should be exercised so that the mulching will not be too thick directly over the plant, but should be applied thin enough so that the plant will grow through. When the heavy mulching is done in the North it should be partly removed directly over the row when plants commence to grow.



Cultivating Strawberry Plants on the Farm

Texas, June 4, 1911.

I received 20,000 plants from you last January and they were as fine as any I have ever seen. They were planted in January and set fruit in February and I picked ber-

ries from them in March. Last year I cleared from your Klondyke \$109.00 from $\frac{1}{4}$ acre and I had never raised a strawberry before.

L. S. GORDON.



MARKETING

UNDER this head there are three principal methods to consider. If you are a home market grower your customers are either the groceryman or the consumer. If you sell to the groceryman you deliver to him each day such amount as the demand will consume; perhaps there are several of these grocerymen using your berries. A home market, no matter whether you are selling to the groceryman or to the consumer, should not be over-stocked; do not let the groceryman have more of your berries than he can easily sell. If you overstock him very often he will cut the price rather than let the berries spoil. Give your customer good, well-packed berries so that they will be well pleased and want more of your goods.

If you are a member of a shipping association who sells the berries on track they have control of the disposition of them, you are governed by their rules, and the more you can do to encourage a straight, honest pack, the better it will be for yourself and the association. The higher the standard the better the price and the better the demand. If you are an independent shipper you consign your berries to your Commission House; this is often done and permitted although you are a member of a shipping association, as all shipping associations do not control the sale of goods. They attend to the loading of the cars, iceing, etc., and are consigned to an unloader or a receiver in the city who unloads and distributes the goods. This gives the shipper the advantage of car load rates and still allows him the privilege of consigning his goods to whom he pleases. In shipping this way it is advisable to establish and maintain a reputation for honest and good packing, and thereby create a demand for your brand when buyers learn that they can depend on the condition of the goods of a certain brand they ask for it and in fact many times certain brands are sold before they reach the market.

HARVESTING THE CROP

PREPARATION for the care of the crop should be completed before berries are ready to pick; packing sheds fully equipped should be built at convenient places; carriers for the pickers to carry the boxes into the field should be ready; tickets or suitable checks to be given to the pickers for the berries brought into the shed should be printed and ready; crates should be hauled and stored for the harvest; wagons for hauling should be up in repair so that no unnecessary delay will occur from this cause when the busy time is on. Everything should be in readiness. Now one of the important things is the securing of pickers; in some places this is easily done, very often there being a surplus of help close, but many places the help has to be brought in for the harvest from some other point, then it is necessary to arrange for the help in advance, not only to secure the necessary pickers, but to provide places for them to live while the harvest is on. The management of the pickers in the field will depend a great deal on the number used and the class of laborers. There should be efficient foremen to see that the berries are properly picked and that the pickers follow the rules established by the grower. Different conditions will demand different rules and one will have to meet these conditions and dispose of them as his best judgment may dictate. Pickers ought not be allowed to take too many boxes into the field at one time as the berries should be brought to the shed often. Care should be exercised to prevent the mashing of the berries. In picking, all the bad berries should be thrown away in the field. Do not permit the pickers to lounge on the rows and in this way not only injure the ripe but the green berries.



This shows our spraying outfit, which is the latest up-to-date power sprayer made. Believing that an ounce of preventive is worth a pound of cure, I am taking every precaution to protect my plant fields from becoming infested with any injurious plant diseases or insects. The enemies of the strawberry plant are few, and I have never known of a strawberry field in this locality to be injured by any kind of insect or disease, but I wish to use every possible precaution, so that my fields of plants may not become infested and thereby give my customers full protection.

STRAWBERRY ENEMIES

IT IS only in a few localities that strawberries are infested with injurious insects and diseases. Some insects will be found in one locality where others do not exist. The disease most generally prevalent is the rust or leaf spot.

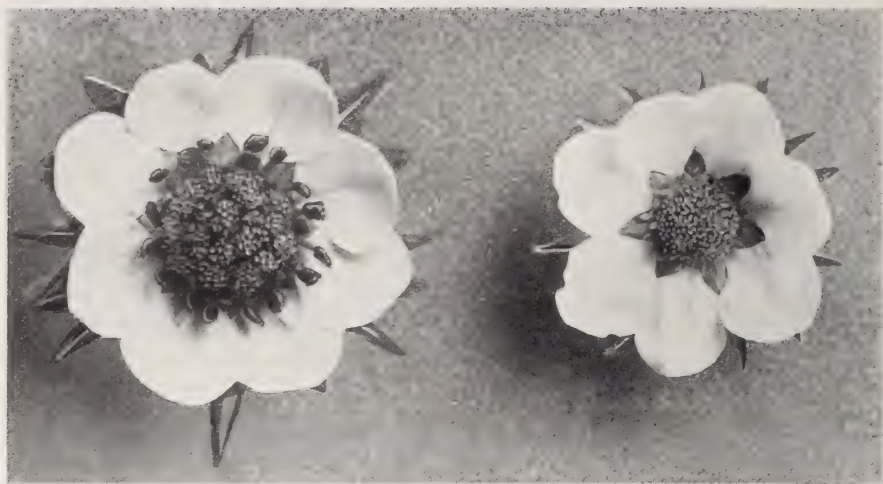
Some varieties are more susceptible to this than others and it will be found to prevail in some localities more than in others. There is really but little damage incurred from strawberry plant diseases or insects. Sometimes you hear of a field being damaged, but not often. I believe I am safe in saying that the drought of May, 1911, did more damage to the strawberry crop than all insects and diseases have done in the past.

It is well to know something of the different pests and manner of treating same. First, last and all the time, let me emphasize that clean, thorough cultivation will do more to prevent and overcome all the troubles to which the strawberry plant is subject than anything else.

For rust or leaf spot I would advise spraying with a lime-sulphur solution. I use this to spray my plant fields, not because I have any rust, but as a preventative of same. I use 3 gallons of the lime-sulphur solution to 100 gallons of water. The lime-sulphur solution can be obtained of any dealer in spray material. This should be applied several times during the growing season and early in the spring.

When spraying for leaf-eating insects, the best results can be had by using 16 pounds of Bordeaux mixture and four pounds of arsenate of lead to 100 gallons of water. This should be applied with sprayer when insects first put in their appearance, or it can be used from time to time during the season as a preventative.

For the extermination of the strawberry root louse, when discovered in the field, spray thoroughly with a tobacco decoction which can be made by boiling one pound of tobacco stems in one gallon of water for one hour, adding enough water from time to time so that you will have one gallon of the mixture at the end of an hour. To every gallon of this mixture, add four gallons of water. There are some splendid tobacco extracts on the market that are as reliable and cheap as homemade extracts. The presence of the root louse is detected by the appearance of numerous ants on and about the strawberry plant.



Staminate

Pistillate

THE SEX OF STRAWBERRIES

THE female plants produce Pistillate or imperfect blooms, the male plants produce Staminate or perfect blooms. The Staminate varieties produce fruit when planted by themselves, but the Pistillate varieties will not mature perfect fruit without being fertilized by a Staminate variety. The fertilizing is usually done by planting one row of a Staminate variety with every two rows of a Pistillate, or the plants may be mixed indiscriminately in the row, one Staminate to two of the Pistillate. Not so many Pistillate varieties are grown now as in the past. The Warfield is a Pistillate, while the Senator Dunlap is a Staminate. These varieties are catalogued thus: Warfield (P), Senator Dunlap (S), and all varieties are so designated. The leading varieties grown are Staminate, such as Klondyke, Lady Thompson, Excelsior, Early Ozark, Senator Dunlap, Gandy and Aroma. There are some Staminate varieties, however, that are improved by another Staminate variety being planted with them. One of the most noticeable of these is the Gandy.

[SOMETHING ABOUT VARIETIES

THERE are too many varieties of strawberries. If all were good it would be different. A great many of the varieties introduced each year are a total failure. Some good but not good enough. One may have quality but lack in productiveness, on the other hand, it may be productive but lack in color, firmness or keeping quality.

Occasionally a variety is introduced that has so many good qualities that it becomes a very valuable berry. Occasionally, too, is introduced a berry so superior that many of the leading varieties preceding it are discarded for it. Such is the history of the Klondyke, the great Southern variety, and Senator Dunlap, the great Northern variety.

If I were asked what berries to plant in the South and North and were asked to confine my answer only to one variety for each locality, I would say Klondyke for the South and Senator Dunlap for the North. There are other

varieties that will do well and are profitable, and it would be well to plant some of them but guard against planting too many varieties.

In the South I would advise planting of the older varieties; Klondyke, Lady Thompson and Excelsior; of the newer varieties, Early Ozark and Red Bird. For several hundred miles both north and south of the 37th degree of latitude, the Aroma and Gandy are a grand success. They can be counted on for good yields and profit. In the North, Senator Dunlap, Warfield, Aroma, Gandy, Early Ozark and Red Bird are the varieties I would advise planting.

These are really enough kinds. There are others that are good, but none better. There are many new varieties that are promising, but if you in the South will plant Klondyke and in the North Senator Dunlap, you will be planting the best varieties.

In any locality both North and South it will be advisable to plant, in addition to these, an earlier and later variety to prolong the season, especially when growing for home market. I catalog thirty-five varieties; I believe that each of these varieties has some merit that recommends it for special purposes and special localities. Some growers have done splendidly with many of these varieties and plant and grow varieties that I have not, in a general way, recommended. I would be glad to advise varieties for any special locality or purpose.

HEELING IN PLANTS

IT IS very often advisable and necessary to heel plants in until ready to plant. I have always advocated the early spring or winter shipment of strawberry plants in cool or cold weather before planting time and heeling the plants in until ready to use them. They can be kept a long time in this way in good condition. If the ground is frozen when plants are received, heel in the first day when it is not freezing, then if threatened with cold weather the plants should be covered with straw until cold weather is over. If one is expecting a shipment of plants in cold weather it is well to have the place you expect to heel the plants in well covered with straw some time when the ground is not frozen, then when the plants are received you can remove the straw and heel in although the ground elsewhere may be frozen. Heeling in, however, should always be done at a time when it is not freezing. In heeling in a small trench should be opened with a hoe, throwing the dirt back to one side to form a bank, the bunches of plants should be opened and the plants spread out thinly against the bank and the dirt well up to the crown and pressed to the plants firmly. Then another trench, more plants, more dirt, and so on until all the plants are heeled in.



DESCRIPTION OF VARIETIES



Senator Dunlap S. (Medium)

✓ **Senator Dunlap—S—(Medium)**—This variety has done so well that it will be years before many northern growers will plant any other variety. It is the heaviest yielder, best quality, and sells for the highest price. What more could be wanted? It is a country-wide producer and is so recommended. The plants have enough health to get through on half a chance, and where they have an average show can be absolutely depended upon. The berry itself resembles the Warfield in shape, in color, and in period of ripening. It belongs to the drouth-resisting class, yet is not liable to be injured by continued rainy weather during the picking season. It is above the average in the development of a crown and has an unusually long blooming season. A good pollinizer. Any observing grower will detect more favorable points about this berry than is given in this description.

It is not only a splendid market berry, but one of the best for home use, having no superior as a canning berry. Every Northern grower should put Senator Dunlap first on their list and then add such other varieties as may be wanted, but make the main part of your planting of this variety either for market or home use, and if you are going to plant only one variety plant this one.

Illinois, Jan. 16, 1911.

My son and I sent to you for 2,500 strawberry plants last spring. We had a nice looking strawberry bed when we covered them this fall. MRS. MARY BARNES.

Florida, Feb. 7, 1911.

I received my strawberry plants all right and have set them out. Fine plants. Am well pleased. R. E. COLEMAN.

Arkansas, Feb. 18, 1911.

Received plants in fine condition. Well pleased. Many thanks for the extra ones. MRS. SOPHIA STEPHENS.

Alabama, Feb. 20, 1911.

The 100 strawberry plants sent my wife arrived in good order. ARTHUR W. BROWN.

Florida, Feb. 19, 1911.

Plants received O. K., and must say they were as fine as I have ever seen. I prefer your plants to any I have ever handled. T. L. WAINWRIGHT.

Arkansas, Feb. 24, 1911.

We received shipment of strawberry plants, must say they were beyond our expectation. Such fine roots. J. E. NEBLETT.

Texas, June 3, 1911.

Your plants arrived in good condition. F. W. METCALF.

Tennessee, Feb. 24, 1911.

I received my plants in good order and I am more than pleased with their appearance. W. Z. MATTHEWS.

Louisiana, Feb. 23, 1911.

I have just received plants. Was sure surprised to see such large fine plants for this time of the year. MANCIE BOLLAR.

Georgia, Feb. 28, 1911.

The strawberry plants came to hand in good shape. They were not bruised in any way. Thank you for your promptness. MARTIN JACKSON.

Kentucky, March 8, 1911.

Very much pleased with my plants which came yesterday, O. K. J. B. WALKER.

Indiana, March 8, 1911.

I have bought your plants and think they are fine. MRS. H. W. COCHRANE.

Kentucky, March 10, 1911.

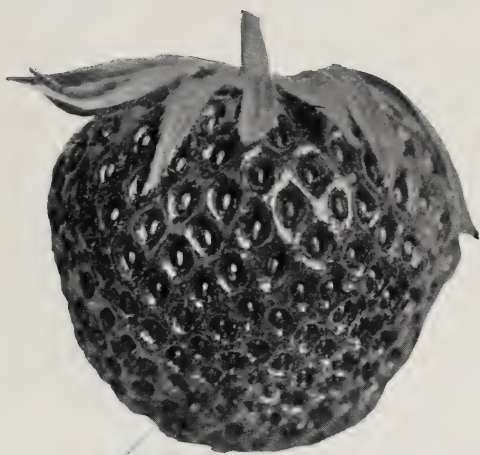
The plants received in good condition and look fine. SAM WITHERSPOON.

Kansas, March 10, 1911.

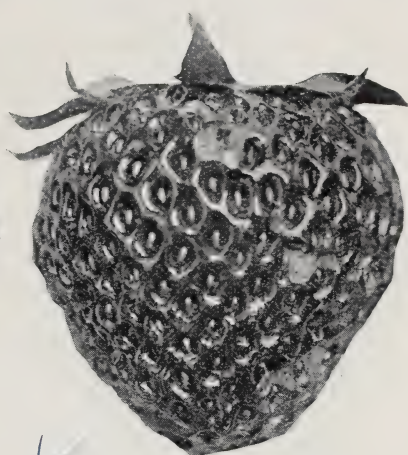
Received strawberry plants O. K. MRS. J. A. JACKSON.

California, June 12, 1911.

The strawberry plants that I got from you and set out the 10th of last March have made a wonderful growth. J. E. CRAWFORD.



Klondyke S. (Medium)



Lady Thompson S. (Medium)

Klondyke—S—(Medium)—The Klondyke is still the most popular of all Southern varieties because of its ability to produce dollars for the Southern grower. Its especially fine quality, appearance and good shipping qualities gives it this ability. I consider the Klondyke the best of all Southern varieties and would advise planting it in preference to all others where one variety only is to be used excepting perhaps some localities. It is a very showy berry, therefore creates a good impression on first appearance. In quality it is excelled by none. Its unusual firmness makes it a most excellent shipper, uniform in size from one end of the season to the other.

Foliage heavy, dark green, rustless and rank, long stems, but the heavy foliage protects the blossoms from possible frost, and other varieties have been known to frost kill right alongside. This is one feature of critical importance to a grower, whether he is a large grower or just a home grower; certainly a home grower should not take chances on planting a variety that frost kills easily. I secured my original supply of this variety about ten years ago and am still producing plants from the same strain, which has proven one of the very best.

I have given special attention to the breeding up of this variety during all that time and I am sure that Thomas Pure-Bred Plants of this variety will give results entirely satisfactory to all Southern growers.

Lady Thompson—S—(Medium)—This is another great Southern berry. The fruit is of medium large size, a good shipper and has a good market value. It is also grown extensively in Southern California. Hundreds of growers in the South look to the Lady Thompson as their money crop. Another added advantage that it has is that it is one of the best drouth resisters.

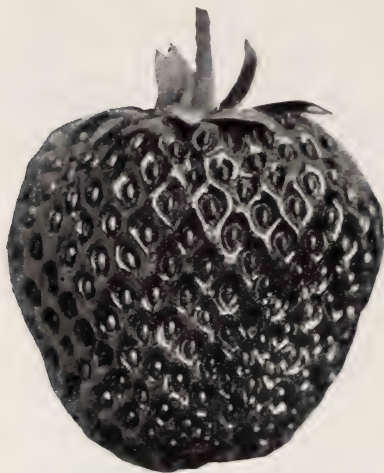
There are some localities in the South that grow this variety in preference to all others. It is one of the best Southern standard varieties.

New Mexico, March 19, 1911.
Received plants in fine shape. Many
thanks for promptness. GEO. HALL.

Missouri, March 9, 1911.
The strawberry plants I ordered from you
ninth of February were received all O. K.
in good condition. They were the finest
plants I ever saw. SAM P. MORRIS.

Indiana, March 2, 1911.
I received plants all right that I ordered
of you and I wish to thank you for them.
BYRON S. HASTINGS.

Colorado, March 27, 1911.
Every one of the plants I got last year
grew. Would like to know more about them.
J. O. WYATT.



Ozark S. (Early)



Red Bird S. (Early)

Ozark—S—(Early)—After seeing this variety fruited in several localities the past season I have become convinced that this is the best early strawberry on the market. The berry is of the best quality, not so acid as most early varieties, a splendid shipper and prolific bearer. Foliage is of the very finest and a very healthy plant. In appearance the fruit resembles the Aroma very much, also in flavor, and quality. This variety does well both North and South. While this is one of the very earliest variety if not the earliest yet the fruiting season extends to a later date than any of the early varieties.

Red Bird—S—(Early)—This variety is not the same as catalogued by many as an imperfect or Pistillate variety. The Red Bird that I am growing is a Staminate variety and is one of the best early berries grown and is well liked by those who have fruited it. I have had nothing but the most flattering reports from all sections. Fruit is dark red, fine flavor and good quality, firm, and a good shipper. Plant growth is splendid and the thrifty, healthy plant produces large crops of berries. I consider this and the Ozark the two best early berries for market or home use.

Kentucky, April 1, 1911.
The strawberries arrived in good condition.
All are looking well. W. W. PIRTLE.

Ohio, April 1, 1911.
The strawberry plants received in first
class shape. MRS. F. W. KAPP.

Oklahoma, April 4, 1911.
The plants you sent me came through in
good shape. I am well pleased.
WM. H. DILLON.

Kentucky, April 5, 1911.
Plants are doing fine. J. C. BROWN.

Illinois, March 11, 1911.
The Early Ozark plants came in good
shape. JAY C. CLARK.

Louisiana, March 11, 1911.
The plants arrived yesterday in fine shape.
Are sure fine ones. M. BOOLLAR.

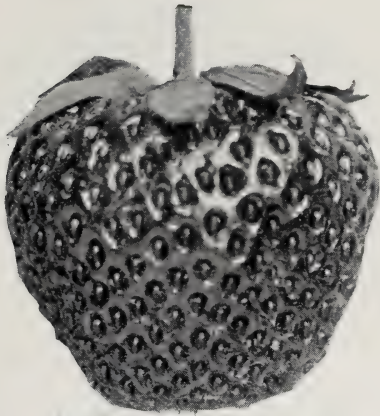
Mississippi, March 22, 1911.
The strawberry plants and asparagus roots
got of you in December have both done well.
ZACH GRIFFING.

Pennsylvania, March 27, 1911.
Plants received in first class condition. I
am well pleased. WM. JAMES.

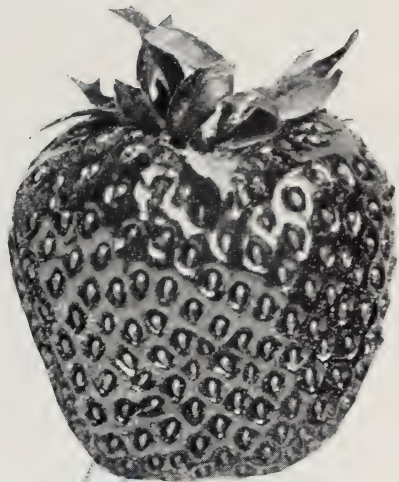
Kentucky, March 29, 1911.
Received plants all O. K. in fine condition.
Am well pleased. W. C. SAMUEL.

Oklahoma, March 29, 1911.
I received a shipment of strawberry plants
from you last spring which has given satis-
faction. F. P. WOODWARD.

Illinois, March 31, 1911.
Plants arrived the day you sent them out.
I am well pleased with them.
GEO. W. CLARK.



Gandy S. (Late)



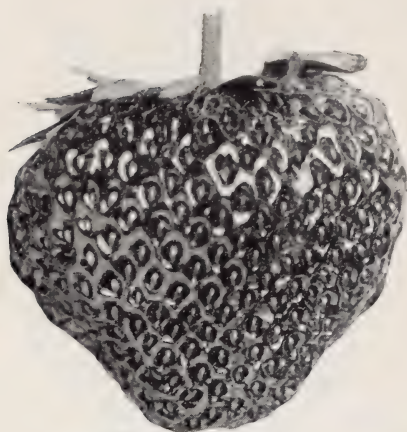
Aroma S. (Late)

Gandy—S—(Late)—The Gandy comes as near standing alone as a superior berry for the late market as any grown. It has more than ordinary firmness, and as a shipper it certainly has no superior. Plants are strong, healthy and good growers. Its color is bright red, smooth surface, dark red seeds, and of delicious flavor. If a soil were to be recommended, a heavy clay soil or bottom land would be suggested. Will keep in good condition on the vine after ripening longer than most any other variety. It does best when some other late variety is planted with it. The Aroma is recommended for this.

Aroma—S—(Late)—Among the best of the late ripening varieties. In comparison with the Gandy, it will be found that it commences to ripen a little earlier and will continue to the end of Gandy's season and is similar to it in size and productiveness. It is planted extensively both North and South. Quality the best of any, comes nearer being the true strawberry flavor than all others. It is the best for eating from the vines, with cream, shortcake, preserved or canned. Its shipping qualities are of the best. There is no other variety that will stand shipping better or longer distances. Berry firm, solid and not easily bruised. Color is the best of any variety, dark red all the way through. Foliage clean, healthy and very attractive; size large to very large, and uniform.

The word aroma refers to fragrance, an agreeable odor, a spicy taste. This is why this most excellent variety of strawberry is called Aroma, and is also why it is rightly named. In quality, this variety is one of the very best and is considered a very high class berry on all markets. It has the firmness to make it one of the very best shippers. Its clean, healthy foliage and plants, its abundance of berries, make it a favorite among those who have grown it. Its aromatic qualities secure for the berries the top market price.

This is the one variety that comes nearer being suited to all localities than any other variety grown, as it flourishes and does well in the North and in the South. It is especially adapted to that section of the country where the North and South meet. For several hundred miles both north and south of Mason and Dixon's line it flourishes to such an extent that many growers have discarded all other varieties and grow the Aroma exclusively. By growing this variety you will have berries that always sell for the best market price.



✓ Excelsior S. (Early)



✓ St. Louis S. (Early)

Excelsior—S—(Early)—This berry has not become famous for the home garden, but for the producer who grows for market purposes. He will get in the Excelsior an extra early berry, one that can be grown profitably, capable of standing drouth and heat. A good berry for any professional grower, especially Southern growers. It is a seedling and a Wilson-Hoffman product. No more of any other extra early variety are grown for the market than Excelsior, and it is recommended for its productiveness.

St. Louis—S—(Early)—This is a new berry from Arkansas and is a seedling from Lady Thompson and Haverland. In size it is larger than the Lady Thompson and has produced berries of sufficient size for twelve to fill a quart box. Ripens at the same time as the Klondyke, but berries are of larger size. Plants are thrifty and without rust, and well rooted. Pickers will find the berries on long stems, adding to rapidity of picking. Flesh is firm and of delicate flavor, and the berry is a favorite among strawberry consumers. Especially recommended for home use.

Missouri, March 13, 1911.

Please accept my thanks for the plants you sent me. If I need more later on will sure call on you.

CASPER BOESMANN.

Missouri, March 13, 1911.

I received the berry plants all O. K., and am well pleased with them. They were all fine plants in good shape. O. L. GREGORY.

Missouri, March 14, 1911.

The plants you sent me arrived. Am well pleased.

HOWARD ROBBINS.

Kansas, March 13, 1911.

Plants arrived Saturday in excellent condition.

F. E. HAGGEN.

Missouri, March 15, 1911.

I received the strawberry plants all right and am well pleased with them.

C. L. MARSHALL.

Illinois, March 15, 1911.

I am sure pleased with plants. Fine rooted.

M. FLORY.

California, March 8, 1911.

I received the Klondyke strawberry plants, have them planted and they are growing fine.

FRED O. BROWN

Missouri, March 17, 1911.

We enclose \$— in Postoffice Money Order for plants. We know they will be good. We bought from you ten years ago while living at Mammoth Springs, Ark.

O. C. STEARNS.

West Virginia, March 19, 1911.

I received the Klondyke strawberry plants in first class condition. They were simply fine with the best roots of any I ever saw. I set them out and they are looking fine.

ROY A. M'CARTY.



Chesapeake S. (Late)



Freemont Williams S. (Late)

Chesapeake—S—(Late)—The original home of the Chesapeake is to an extent indicated by its name. It was introduced in Maryland and carries the name of the bay that furnished the state its waterway. It is a seedling and has many good points of many good varieties. The plants are large, vigorous, rustless and without an inferior point. Foliage thick and upright, with an almost round leaf. It is a large stemmed variety and much of the fruit is held from the ground by them. They are similar in size to the Gandy, but more productive, firmer and of better quality. Green tips are unknown in the Chesapeake. Is a good producer on any land that will grow strawberries. One of the best late strawberries.

Freemont Williams—S—(Late)—This is one of the top-notchers of late strawberries. It produces large, dark red fruit of even shape, and the berries will grow up to two inches in diameter. Plants are large, strong, deep-rooted fellows, with large foliage and a perfect blossom. It is a particularly worthy variety and thrives and produces best when planted on good land.

Kentucky, April 3, 1911.
The plants got here today. I am well pleased with them. K. C. MASON.

Wisconsin, April 24, 1911.
The strawberry plants reached me in good condition. S. L. LILLESLAND.

Missouri, April 24, 1911.
The plants you sent me are certainly fine. They are the best I ever bought or saw anywhere.

Illinois, April 26, 1911.
My shipment arrived in fine shape. Was well pleased with them. V. E. RICE.

Texas, May 1, 1911.
I am very well pleased with the plants received from you. In fact I am delighted. D. BOFFA.

Illinois, May 2, 1911.
I received the plants I ordered of you this spring and have them set out, they were fine plants. I have been buying plants for twenty-five years and have never gotten better ones. J. F. HUNT.

Indiana, May 5, 1911.
The plants arrived in good condition and are nice. MRS. KATE M'CLURE.

Texas, May 2, 1911.
Our son got plants of you this spring and they came in such fine shape that we want some just like them. MRS. MARY HARTUNG.

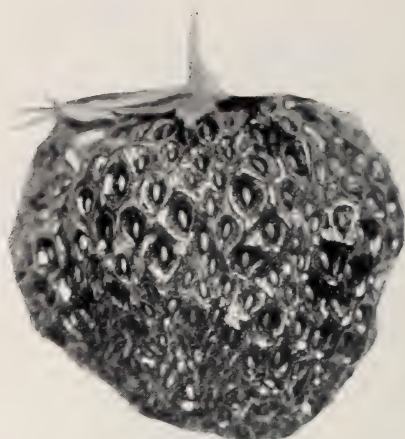
Colorado, May 19, 1911.
The 5,000 shipped on the 3d arrived in tiptop shape and are looking fine. HUGO F. MAULE.

Kentucky, Dec. 9, 1910.
I want to say that I have two acres of as fine strawberry plants as anybody ever saw grown from the plants I received from you last spring. I find that your plants take the lead. I certainly can recommend your plants to be of the finest quality. Z. T. BOWMAN.

Illinois, April 17, 1911.
Strawberry plants received all O. K. T. M. COULSON.



Fuller S. (Medium)



Anna S. (Early)

Fuller—S—(Medium)—Originated at Anna and named for James Fuller, a well-known veteran horticulturist of Southern Illinois. It promises to be one of the very best new varieties. It ripens a few days earlier than the Senator Dunlap, and continues bearing as long. Very dark red, rather long, firm, and a splendid shipper. Plants large, thrifty, healthy and rust-proof. Every fruit grower should order a few to test. I know you would be well pleased with it.

Anna—P—(Early)—A very fine early berry ripens about one week after the Excelsior. Resembles the Aroma very much in quality and appearance, fine flavor and good color. Considered one of the best medium early berries. This is one of the new early varieties that is worth trying.

Texas, Nov. 30, 1910.

I obtained my plants from Mr. H. L. Ritchie, who had ordered direct from you. They are in nice condition and are looking well. Should I wish more will favor you with the order.

WILL V. GLASS.

Indiana, April 5, 1911.

Plants received some time ago and they were packed the best and were the finest plants I have ever handled. Many thanks.

K. G. MILHOUS.

Bermuda, Dec. 12, 1910.

The plants arrived in good shape and having had a good day's rain on their arrival shall scarcely lose a plant.

B. C. C. OUTERBRIDGE.

Mississippi, Dec. 26, 1910.

The plants came to hand O. K. and they are fine. I am setting them out now and hope to get them all in the ground by tomorrow noon. The 2,000 Ozark and 5,000 Gandy as well as the 20,000 Aroma all have fine root growth and should do well this season.

H. J. FERRECHS.

Kansas, April 6, 1911.

The plants came in good time and in good condition. Every plant is growing. We feel very proud of our strawberry bed. Shall recommend your plants to everyone.

MRS. M. H. AUSTIN.

Florida, Dec. 12, 1910.

Received the strawberry plants all O. K. and they were as fine as I ever saw.

W. C. WHITE.

Kansas, April 8, 1911.

Received strawberry plants O. K. Many thanks. My other plants are doing fine.

MRS. J. A. JACKSON.

West Virginia, April 7, 1911.

Strawberry plants arrived in fine condition and in every way satisfactory. The finest plants we have had for years.

T. G. N.

Missouri, April 11, 1911.

I received the plants that were ordered from you. They were in good condition and are now growing nicely.

H. L. BARLOW.

Florida, April 11, 1911.

Plants received in good order. Many thanks for your prompt shipment.

J. E. J. WAINWRIGHT.

Illinois, April 12, 1911.

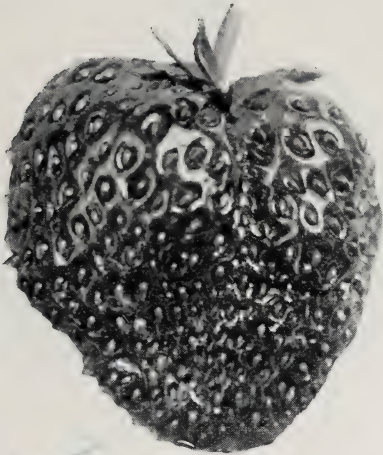
I received the strawberries all O. K. They were as fine as I ever saw and were received in good shape.

L. M. WINCE.

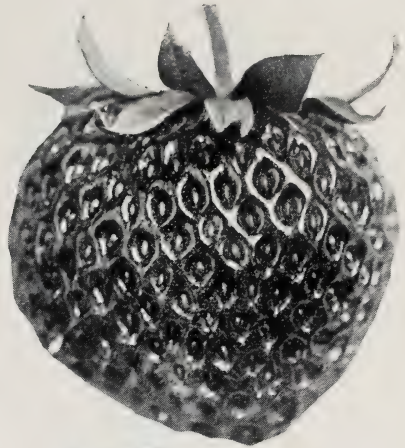
Tennessee, April 10, 1911.

Received the strawberry plants from you in very good shape and they look well.

E. L. CHASTAIN.



Tennessee Prolific S. (Medium)



Ridgeway S. (Medium)

Tennessee Prolific—S—(Medium)—If you want a vigorous and a thrifty grower with full assurance of crop besides, the Tennessee Prolific ought to be planted, whether for market or for family use. The berries are of medium large size and in color a bright crimson and in shape longer than the average. Fine grained flesh, well juiced, popular as a canner and a shipper of recognized quality. It is one of the large calyx species and produces abundantly of runners and of plants.

Ridgeway—S—(Medium)—The plant is strong and a vigorous grower, a good pollenizer, remains in bloom a long time. Berry runs up to very large in size and nearly round in form. Color a glossy crimson with dark yellow seeds. Size considered, it is a firm berry and will stand up at the end of a long haul. Quality entirely dependent, making it a berry that commands a fancy market price.

Indiana, Jan. 2, 1911.

About one year ago I bought 17,000 strawberry plants of you. The result is I have three and one-half acres of very fine plants for fruit this year.

D. S. WRIGHT.

Louisiana, Jan. 6, 1911.

I have received my strawberry plants all right; they are nice and fresh. I have them all set out and am perfectly satisfied with them.

GEO. LOMBOSS.

Texas, Jan. 3, 1911.

I received the strawberry plants all right; they were in fine shape. Good, strong, vigorous plants. I am well pleased with them.

M. L. HESBAGE.

Florida, Jan. 8, 1911.

I received plants bought of you. Did not lose one plant. They are the very finest I ever saw and are blooming. I am highly pleased.

E. N. MORLEY.

Kansas, Jan. 2, 1911.

Every plant I ever got of you was as good as I could want and always started fine.

SAM HOBSON.

California, Jan. 23, 1911.

I received four crates of strawberry plants in good condition.

J. MINATO.

Texas, Jan. 24, 1911.

My strawberries came yesterday all nicely packed.

MRS. A. C. DAVIS.

Texas, Feb. 1911.

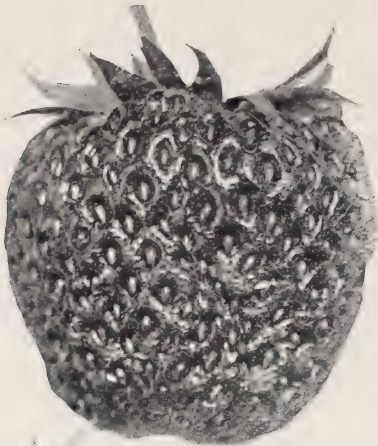
I received the strawberry plants O. K. Certainly are the finest plants I have ever seen.

C. E. GISE.

Louisiana, March 6, 1911.

Your strawberry plants and asparagus roots received in first class condition. Doing fine.

V. F. BAHIA.



Crescent P. (Medium)



Bubach P. (Medium)

Crescent—P—(Medium)—This berry is a wonderful producer of fruit of medium size. Close grained surface and solid flesh, features that make it a good shipper. It is a juicy berry with a pronounced flavor, a good canner and one that can be conscientiously recommended for any planter.

Bubach—P—(Medium)—There has been a strong, continuous demand for this berry for many years, which is evidence that it can be depended upon to produce a crop year after year. The berries are large, meaty and fine grained, bright red with a tendency to show a waxy surface. The exposed color extends through to the center of the fruit and the foliage is dark green. The fruit stem is short. It is a prolific and profitable producer.

Oklahoma, March 6, 1911.
I received plants Saturday, 4th, in fine shape.
LILLIAN RATCLIFFE.

Illinois, March 9, 1911.
I bought some of your asparagus plants last year and they all grew.
HARRY H. HOOVER.

Tennessee, March 22, 1911.
I received the plants I bought from you. They arrived in fine shape.
WALTER M'KINNEY.

Texas, March 25, 1911.
The 30,000 came through all O. K. and are in fine condition. Am well pleased with the plants. Thanking you for your promptness in this matter and wishing you success we remain,
ALVIN MERCANTILE CO.

Texas, March 29, 1911.
I received strawberry plants all right and all are growing nicely.
J. F. O'DONEL.

California, March 30, 1911.
The first plants you sent me about a month and a half ago are doing fine, away ahead of the plants set out earlier that I got here for nothing.
A. J. ABBOTT.

Illinois, April 17, 1911.
Received the plants in good shape.
CHAS. F. JAENECKE.
Missouri, April 17, 1911.
Plants came today in good condition and are fine.
D. F. CAMPBELL.

Ohio, April 18, 1911.
Received the plants yesterday morning and set them out today. We are pleased with them. They were such nice plants. Thanks for the extras.
MRS. P. A. GROVE.

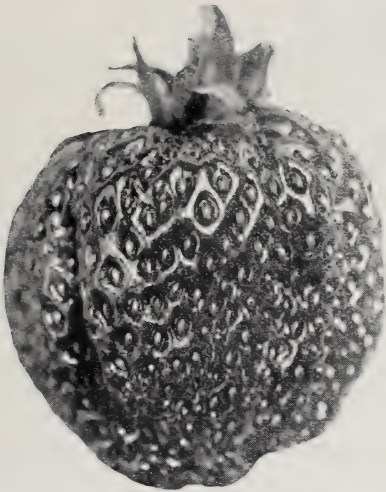
Michigan, April 18, 1911.
My strawberry plants arrived all O. K.
F. G. HATSWELL.

Illinois, April 17, 1911.
The strawberry plants received in good condition.
A. L. BARRONS.

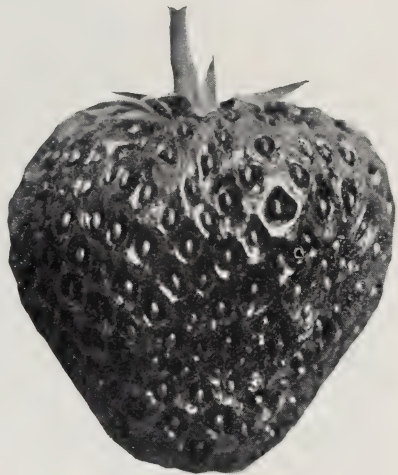
Missouri, April 20, 1911.
Received plants 15th inst. Planted them same day, they were fine plants.
A. LANGFORD.

District of Columbia, April 7, 1911.
The strawberry plants reached me in fine order.
T. H. HALL.

Illinois, April 23, 1911.
Received the berry plants all O. K., they are doing fine.
ALBERT KUPFER.



New York S. (Medium)



Texas S. (Early)

New York—S—(Medium)—This berry is a New York state product, originated by a lady in Tompkins county. The berries are extra large, having a tendency to develop rather rounded, others broad and thick. The color is a brilliant, shiny red. It is a berry that can be commended to pull the best trade to the grower, and there are many varieties that would have no show alongside the New York. A prolific bearer during its entire season. It is a seedling of the Bubach and Jessie. Meat is smooth and flavor delicate, attractive to see and delicious to eat. The plants furnish a foliage that renders thorough protection to blossoms, developing berries and ripened fruit.

Texas—S—Lighter in color than the Excelsior and the fruit is sufficiently firm to be shipped to advantage. It is of extra early staminate and a good producer. The waxy surface of the ripened berries make a very attractive appearance. The fruit is rich and juicy and stands high for canning purposes. It does well in any soil and in any climate and is among the standard market and table varieties.

August Luther—S—(Early)—This is an extra early berry of value, medium size, bright in color, the shape tapering from an extreme fullness at the calyx. Will ripen ten days earlier than the Haverland, which it resembles in fruit and foliage. It can be successfully grown for marketing purposes or for family use, and it is a good shipper.

Bederwood—S—(Early)—Medium early, producing medium-sized berries of delicate color, with deep yellow seeds. Popular in the West, but can be produced profitably wherever strawberries will grow. It carries a small calyx which lies close to the fruit, giving the ripened fruit a finished appearance.

Brandywine—S—(Late)—A berry that has truly earned the popularity it enjoys. Large, deep red fruit, and a top-notch fancy market product, thrives on almost any soil. Ripens with the medium late class. Flesh firm and red all the way through. Productiveness above the average, ships well and is one that can be depended upon to give general satisfaction to growers. Is extra prolific in Northern and Middle States, and in Southern California and Florida. Cream color in center; has a delicious flavor; foliage dark green, roots deep, enabling it to endure more dry weather than most varieties.

✓ **Captain Jack—S—(Medium)**—An old variety that is not being planted very extensively. It is, however, considered one of the best for irrigated sections.

✓ **Climax—S—(Early)**—A variety worthy its name. It is one of the best producers in the list, the entire crop will be of well-shaped berries. Should you be in doubt as to what to plant you cannot make a mistake by planting the Climax. It is one of the best table berries introduced in years. It has the necessary qualities to be classed as a good shipper and its appearance makes its demand in the market above the average. The berry carries a small calyx and the plants are strong and erect.

✓ **Glen Mary—S—(Medium)**—Bright yellow seeds are prominent in the big dark red crimson meaty berries, which are of high flavor, rich and juicy. This berry is not recommended to extreme Southern growers. However, it is a good, firm shipper, popular, with good marketing qualities, and is a favorite among all growers. It is capable of enduring more than an ordinary term of dry weather through the fact that it is a deep-rooted variety, and this makes responsible the dark green color of its foliage. The leaves are almost round, with a particularly glossy surface. Glen Mary should be planted near some staminate variety.

✓ **Haverland—P—(Medium)**—This is a mid-season producer and has more competition as such than either the earlier or the late variety, consequently when it is said that the Haverland is a profit producing variety it means a great deal in its favor. The plants are healthy, vigorous and large, producing ample runners and is a producer of recognized ability. It is an extremely hardy variety and so productive that the stems are unable to hold the fruit from the ground. This makes mulching desirable, and that would assist to rapid handling at picking time. It is one of the good old varieties that have always stood good.

✓ **Jessie—S—(Medium)**—This is a fancy variety not adapted to all soils, but is strongly admitted by growers who can plant it in an adapted location. There is a steady demand for the plants, such a demand that a plant grower could not consistently be without it in his list. It is a good berry for either market or home use.

✓ **Michel's Early—S—(Early)**—There are few varieties equally well known, but a description is not out of place, that the descriptions of the newer berries may not cause this one to be overlooked by the grower who wants a medium sized, evenly colored berry with a rich, mild flavor, solid meated, and a splendid shipper. Foliage tall, the leaves are long and of light green color.

✓ **Rough Rider—S—(Medium)**—A hardy staminate variety with berries large in size, glossy crimson in color and a very palatable fruit. It is a good producer, the second year being more productive than the first, and it is a mistake to turn this variety under after having harvested but one crop. Dark green foliage, with few runners.

✓ **Stevens' Late Champion—S—(Late)**—The berries are large, dark red, rich flavored fruit, commanding a market price productive of the greatest profit. Mulching with this variety is hardly necessary as the strong stems hold the fruit erect and from the ground. Plants grow strong runners and lots of them. It is staminate, with an unusual quantity of pollen.



Uncle Jim—S—(Late)—This is a new variety that has come into high favor, and in the market top prices can be secured for them. In color the berries are of a brilliant red, and of high quality, and the variety can be depended upon for production above the average. There are those growers who place Uncle Jim at the top of their list.

Warfield—P—(Medium)—This is a pistillate variety and has a popularity that comes to but few varieties. It has a large, beautiful, cone-shaped berry, with a fadeless dark red exterior, and the dark red color is retained to the center of this exceptionally juicy fruit, which is just tart enough to be deliciously palatable. It is a popular berry for canning, a good looker in market, a superior shipper and its general appearance on the vines is retained after it is in the market.

Missionary—S—(Early)—A new early variety from the South.

Nick Ohmer—S—(Medium)—Berries large, fine flavor. Plants strong and thrifty. A good variety for some localities.

Monitor—S—(Medium)—A good mid-season berry. Very productive of large, well flavored berries. Plants rather small, but very healthy and thrifty.

Illinois, May 1, 1911.
Plants received in good shape. Thank you for promptness.
S. A. WEAST.

Oklahoma, April 17, 1911.
Strawberry plants ordered from you are doing fine.
W. A. FORBES.

New York, May 1, 1911.
Plants arrived in fine condition.
F. F. FENN, Jr.

Illinois, May 3, 1911.
The strawberry plants have come in good shape and are good healthy plants.
ROY PATTERSON.

New York, May 1, 1911.
The plants arrived all O. K. Well pleased.
H. C. FLETCHER.

Nebraska, May 4, 1911.
Strawberries came in good shape.
E. M. ARNOLD.

Iowa, May 3, 1911.
Strawberries are doing fine.
MRS. J. L. SPERRY.

Iowa, May 5, 1911.
I received my plants May 4th; they were all fine and in good condition.
EMIL CHRISTIANSEN.

New Hampshire, May 6, 1911.
Strawberry plants arrived in good condition and are most satisfactory. They are good plants.
ZELDA F. FELCH.

Ohio, May 7, 1911.
My plants came all right.
G. P. BROWN.

Wisconsin, May 9, 1911.
Plants received ordered of you in fine condition.
SHERMAN EDMISTER.

Colorado, May 8, 1911.
I received the strawberry plants in good shape.
AMOS BOWER.



A NEW STRAWBERRY OF A NEW TYPE "THE PATAGONIA"

✓ A True Ever Bearing Strawberry Originated by Luther Burbank.

The originator of this famous strawberry says of it:

"Of the twenty standard varieties of Strawberries growing on my home places, the 'Patagonia' commences to ripen first and continues to bear the longest.

"Well grown plants are about one foot in height and twelve to eighteen inches across. The leaves are large and usually thick and firm, with a thin silky down, and are never injured by sunburn, where other varieties are either seriously browned or wholly destroyed.

"The berries grow on stiff branching stalks, which, while generally holding the berries free from the ground, yet do not expose them to the hot sun, so that in warm, dry weather the berries keep here in best condition a week or more on the vines. The berries are uniformly large, single berries sometimes weighing an ounce each at the beginning of the season, decreasing somewhat in size during the heat of midsummer, but are even larger in fall if the runners have been removed; fine scarlet color with a handsome pale yellow flesh. The seeds are so very small as to be almost imperceptible.

"The berry though firm and a remarkably good keeper is of the most exquisite quality, melting in the mouth with a sweet pineapple, strawberry and cream-like flavor, and can be freely eaten by those who cannot eat the acid strawberry now grown.

"The calyx is extraordinarily large. This keeps the berries apart, giving an air space, making them keep much longer than ordinary berries and adding a peculiar fresh beauty when offered in boxes or baskets.

"But above all, this new strawberry is a home berry. Easy to raise, producing great quantities of large, firm, sweet, delicious, pineapple-flavored berries without the usual care to produce good strawberries. It is the first of a new race which has come to make strawberry growers rejoice.

"Everyone who has seen the 'Patagonia' has been surprised and delighted with the vigor and surprising productiveness of the plants, the size, beauty, exquisitely delightful flavor and aroma of this, the King of Strawberries."

I have this berry growing on my grounds and it has been continually blooming all summer and at the present writing, August 1st, is full of blooms, green and ripe berries and more fruit buds showing. This is truly an everbearing strawberry and if the runners are kept removed and plants watered freely, the berries will be much larger and the plants more prolific, continuing in bearing until late fall. It is not a novelty but an acknowledged success. My supply of plants is limited and I reserve the right to refund money if plants should all be sold when order is received. Therefore, order early to be sure of securing the plants. Orders while supply lasts will be accepted for any amount from one plant up. Price 50c each, postpaid.

Tennessee, June 10, 1911.

We are now growing about 300 acres of strawberries set from your plants and we know we never had a better stand of plants as we have now. We buy from you altogether. Anyone wanting plants will make no mistake when buying Thomas plants.

THE WADE FRUIT CO.

Texas, June 14, 1911.

Just a word regarding the plants I have bought of you. For the past several years I have bought strawberry plants of you and have always found the plants to arrive in first class condition, all young, strong and healthy plants and always more than held out in count. I stand in readiness to recommend your plants to any party desiring to purchase.

W. L. HELLER.

ASPARAGUS



THIS is one of the most profitable crops grown. It is a nice crop to grow and easily handled. It is ready for market very early in the spring, as soon as the frost is out of the ground. A field well planted will last a life time. Those who are interested in asparagus growing should write me for my treatise on asparagus growing, which will be mailed free of charge.

FRENCH GIANT ARGENTUEIL—This is becoming one of the leading varieties of asparagus, and is being planted more extensively now than all other sorts. Its stalks are of mammoth size and of the highest quality. It is always in demand in the market and sells for the best price.

PALMETTO—Produces shoots of very large size, which make it very valuable for market, and is now being planted largely.

I consider the French Giant Argentueil and Palmetto the two best varieties.

North Carolina, June 8, 1911.

The strawberry plants you mailed to me this spring could not have pleased me more. They are packed nicely, had such splendid roots that they were received in fine condition and they commenced to grow as soon as planted and the larger part of them bore berries this spring.

C. H. STAPLES.

California, June 5, 1911.

The several varieties of strawberry plants received from you by mail came in fine condition, and every plant did well.

J. W. MYER.



Warfield and Dunlap strawberries, grown by R. G. Wharton, of Edgewood, Ill., from my plants. Mr. Wharton says that this is the finest strawberry field he has ever seen. Under date of July 3, 1910, Mr. Wharton writes that he sold over \$1,000.00 worth of berries from the one and one-half acre of strawberries which is shown in the above picture.

Illinois, Nov. 9, 1910.

Your strawberry plants came November 7, and everything was entirely satisfactory.

ELMORE OLSON.

Louisiana, Nov. 25, 1910.

Strawberry plants and asparagus received this morning good condition.

S. B. ALLEN.

Texas, Nov. 27, 1910.

10,000 plants received O. K.

L. S. GORDON.

Texas, Nov. 19, 1910.

I am well pleased with the plants bought from you last year.

LILLIE HOSTETTER.

Louisiana, Nov. 22, 1910.

The strawberry plants received in due time and in good condition. Thanks for promptness.

W. H. WALLIS.

Texas, Nov. 21, 1910.

The plants I have bought from you in the past have been in the best condition of any I have seen come to this place.

S. M. BABB.

Texas, October 26, 1910.

The plants came all right and I am pleased with their appearance.

I. L. STURDEVANT.

Texas, October 25, 1910.

Mr. I. L. Sturdevant has just received a small but fine shipment of strawberry plants from you and I want 100 plants just like them.

F. B. SUBLETT.

Florida, October 14, 1910.

We have had some of your plants and found them very satisfactory.

MRS. J. ROE PERRY.

Florida, September 25, 1910.

Your plants have given good satisfaction.

J. M. RAWLINS.

Florida, September 17, 1910.

I had your plants and they were very fine.

GEO. D. BENY.

Florida, August 25, 1910.

Last October I had the pleasure of receiving from you some strawberry plants which were very satisfactory.

CHAS. B. FOSTER.

Louisiana, November 7, 1910.

The asparagus plants ordered from you last spring have done well, also the strawberries.

JAS. I. KENDRICK.

Texas, November 23, 1910.

I received my strawberry plants today in good condition. I bought plants from you last winter and was well pleased with them.

A. T. PERRY.

Florida, October 31, 1910.

The 4,000 Klondyke which I bought of you last year grew fine and I picked fine berries from them for four months.

F. C. VAIL.

Kentucky, October 24, 1910.

The plants I ordered from you last year are excellent.

A. R. PIRTLE.

Iowa, May 19, 1911.

Our 2,000 plants are doing nicely.

W. E. DOWLING.

Indiana, March 27, 1911.

I received my plants and they were in good condition.

JAS. B. HUNTER.

Pennsylvania, March 27, 1911.

Received the plants today and they look fine.

F. W. GROSS.

Missouri, March 22, 1911.

The plants are very fine, well rooted, all O. K. in every way.

G. R. MILLER.

Illinois, March 28, 1911.

Received the plants O. K. in fine shape.

WALTER ABRAMS.

California, March 16, 1911.

The plants you sent me a month or more ago are doing fine.

A. J. ABBOTT.

N. L. Mexico, June 5, 1911.

The last shipment we had from you arrived in perfect condition.

L. A. CUPP AND SISTER.

Cuba,

The plants I ordered from you last winter came in good condition and all grew.

L. W. FELTER.

Minnesota, June 5, 1911.

The plants arrived O. K., and are doing fine.

H. GUNDERMAN.

North Dakota, June 21, 1911.

What I got from you are doing fine; some whales of berries on them now.

W. A. ANDREWS.



In sending above picture Judge Geo. A. Gardner of Florida, under date of June 6, 1911, writes:

"Your Klondyke made the largest and best berries grown here this season and your plants were in great demand. I led nearly every sale from beginning to the end from berries grown from your plants from March 8th to May 10th; my berries made an average of \$5.60 per 32-quart crate net to me. I enclose you a photograph of strawberry field of your plants set in September, 1910, picture taken December 15th. Plants at picking time were twice as large as they were when the picture was made. The berries here made last season a net profit of from \$300.00 to \$500.00 per acre."

Utah, June 13, 1911.

I received the strawberry plants O. K. and am well satisfied by your treatment and also the careful manner in packing plants and condition of same on delivery.

GEO. GLOVER.

California, June 10, 1911.

I have used your strawberry plants for five seasons and have always found them perfectly satisfactory. GEO. D. ALLEMOND.

Texas, June 11, 1911.

I have been ordering strawberry plants from you for the past four years and have had remarkably good luck with them. I have ordered different varieties from you at times but the Klondyke gives better results than any other. I have had ripe berries at Christmas time from plants set out the 1st of November and they bear nicely on until June.

E. G. CRABBE.

Washington, June 10, 1911.

I have received my strawberry plants from you in April just two months ago. Every plant is living and nearly all are full of berries. They are splendid berries.

G. H. LOUIS.

Connecticut, June 10, 1911.

Received the plants O. K., they are looking fine. ALBERT S. TEFFT.

California, June 9, 1911.

I procured 7,000 of your Chesapeake strawberries last March and they are doing nicely and are all that you claim for them.

R. MIYAKAWA.

Texas, June 15, 1911.

I received 5,000 Klondyke strawberry plants that arrived here in good condition and I am well pleased with them.

EDWIN SCHOCK.



Home of Jos. Hindsdorff, California, who uses Thomas' Pure-Bred plants and under date of June 20, 1911, says:

"The plants I received from you last December made a fine showing and had a great many berries on them this month, and made a vigorous growth."

District of Columbia, June 5, 1911.

I am glad to say that both the strawberry and asparagus plants which I received from you were highly satisfactory. The plants were set out this spring and bore quite well their first year, which I think is rather unusual. I believe that you undoubtedly grow the best strawberry plants to be had and I have recommended you to a number of my friends.

R. L. BARNES.



Chas. A. Hurt, of Tennessee, who sent the above picture, says under date of May 15, 1911:

I am pleased to know that the many thousands of plants that my neighbors and myself have bought of you have always come up sure count and true to name.

Maryland, June 5, 1911.

The plants I ordered from you this spring were received in good condition. They were strong, fine, healthy plants that are making a fine growth.

MRS. A. L. DERRY.

Alabama, June 2, 1911.

Am delighted with success of plants received from you.

MISS MAGGIE IRWIN.

Florida, May 29, 1911.

The berries received of you were the best we had this season.

W. A. STEED.

West Virginia, June 6, 1911.

The 400 Klondyke strawberry plants I ordered from you are all living and looking fine. They were the best rooted plants I ever saw. I am proud of my field of plants.

ROY A. M'CARTY.

Wisconsin, June 5, 1911.

The 1,500 strawberry plants you sent me were fine and arrived in good shape.

B. F. SAWYER.

Virginia, June 3, 1911.

The plants were received in good condition. Wishing you much success, I am,

W. W. WOODWARD.

South Carolina, June 5, 1911.

The plants I ordered from you all lived and bore abundantly in April and I am delighted with the results from your plants.

MRS. LUCY DUGAS TILLMAN.

Virginia, June 3, 1911.

The strawberry plants I ordered of you this spring came to hand in fine condition and I am now enjoying fruit of same. I did not lose a pint.

ROBB E. MONSELL.

Louisiana, June 3, 1911.

We were very much pleased with our strawberry plants. We started to pick berries on the 15th of February and had the last ones the last of May.

G. SIEBER.



THOMAS PURE-BRED PLANTS IN CALIFORNIA.

The above picture shows a portion of the strawberry fields of Burland Bros., Watsonville, Cal., grown from my plants. Under date of July 5, 1911, they write as follows: "I must say that the plants received from your section give us better satisfaction than plants received from most sections in fruiting quality. They have yielded from 8,000 to 12,000 quarts to the acre the second year and equally as good on the third year."



The above is a photograph of the strawberry field of C. W. Reynolds, Lakeland, Fla., grown from Thomas' Pure-Bred plants. Mr. Reynolds, under date of June 8, 1910, has the following to say: "I have been growing strawberries very successfully for the past few years from plants grown by W. W. Thomas. I take pleasure in recommending his plants to all who wish to grow berries for profit."

California.

We had a shipment of your berries several years ago when we were at Perry, Cal., and were very well pleased.

ROSENTHAL & BOYLE.

Texas, July 25, 1910.

I set out 8,000 of your Klondyke plants last October and they are simply fine.

W. D. ANGELL.

Texas, October 13, 1910.

The plants I received from you last fall gave good satisfaction and I got exactly what I ordered.

WM. STOLDT.

Texas, November 29, 1910.

We are placing all of our orders with you and you may rest assured that we will continue to do so as we have found your plants to be of high grade quality all along. While they cost us a little more than others we get better results.

SHIRLEY FRUIT & PRODUCE CO.

Florida, June 6, 1911.

The plants you sent me to Merritt, Indian River, last fall arrived in splendid condition indeed. Much better than I could have expected after such a long journey.

JNO. HIGGINBOTTHAM.

South Dakota, June 12, 1911.

Last spring I ordered 1,000 Senator Dunlap plants and they arrived in splendid condition.

G. C. WETLAUFER.

Mississippi, May 20, 1911.

I have bought strawberry plants all my life but I never saw prettier plants nor better.

H. B. DAY.

Washington, June 15, 1911.

The strawberry plants I got from you this spring are the finest I ever saw.

R. O. RICE.



Florida, June 5, 1911.

Enclosed find photograph of my strawberry field grown this year from your plants. From two acres I picked 216 crates of berries. I am very much pleased with your plants.

A. G. GREEN.

Texas, June 3, 1911.

The berry plants that I ordered for others and myself last fall were all O. K. Your plants that were set out last November where the blooms were not picked off were bearing in February the most fruit I ever saw and they sold here in town for 25c and 50c a quart.

H. F. LOESCHNER.

PRICE LIST

These prices are for plants delivered at Express or Freight office in Anna or Jonesboro, Ill. No charges for packing or packages.

Read carefully "General Information" before making out order.

No order accepted for less than \$1.00 except special coupon offers. No less than 25 plants of a kind sold except the Patagonia.

Express or freight charges to be paid by purchaser.

These prices are for one variety only, two or more varieties cannot be combined for reduction in price.

For mail shipments add at the rate of 20c per hundred plants to the price and they will be sent postpaid to any postoffice in the United States, Mexico, Cuba, Porto Rico. To Canada add 40c per 100.

STRAWBERRIES

	25	50	100	200	300	400	500	1000
Anna (P)	\$1.50	\$2.00	\$3.00	\$5.20	\$7.20	\$8.80	\$10.00	\$20.00
Aroma (S)20	.30	.45	.80	1.10	1.35	1.50	3.00
August Luther (S).....	.25	.40	.60	1.05	1.45	1.80	2.00	4.00
Bederwood (S)25	.40	.60	1.05	1.45	1.80	2.00	4.00
Brandywine (S)	Sold out.							
Bubach (P)	Sold out.							
Captain Jack (S).....	.25	.40	.60	1.05	1.45	1.80	2.00	4.00
Chesapeake (S)	Sold out.							
Climax (S)	Sold out.							
Crescent (P)25	.40	.60	1.05	1.45	1.80	2.00	4.00
Excelsior (S)20	.30	.45	.80	1.10	1.35	1.50	3.00
Fremont Williams, (S)...	Sold out.							
Fuller (S)	1.50	2.00	3.00	5.20	7.20	8.80	10.00	20.00
Gandy (S)20	.30	.45	.80	1.10	1.35	1.50	3.00
Glen Mary (S)30	.50	.75	1.40	1.80	2.20	2.50	5.00
Haverland (P)30	.50	.75	1.40	1.80	2.20	2.50	5.00
Jesse (S)25	.40	.60	1.05	1.45	1.80	2.00	4.00
Klondyke (S)20	.30	.45	.80	1.10	1.35	1.50	3.00
Lady Thompson (S)20	.30	.45	.80	1.10	1.35	1.50	3.00
Michels Early (S)25	.40	.60	1.05	1.45	1.80	2.00	4.00
Missionary (S)	Sold out.							
Monitor (S)30	.50	.75	1.40	1.80	2.20	2.50	5.00
New York (S)50	.80	1.20	2.10	2.90	3.55	4.00	8.00
Nic Ohmer (S)	Sold out.							
Ozark (S)50	.80	1.20	2.10	2.90	3.55	4.00	8.00
Red Bird (S)	1.50	2.00	3.00	5.20	7.20	8.80	10.00	20.00
Ridgeway (S)30	.50	.75	1.40	1.80	2.20	2.50	5.00
Rough Rider (S)30	.50	.75	1.40	1.80	2.20	2.50	5.00
Senator Dunlap (S)20	.30	.45	.80	1.10	1.35	1.50	3.00
St. Louis (S)	Sold out.							
Stevens Late Champ (S)..	.30	.50	.75	1.40	1.80	2.20	2.50	5.00
Tennessee Prolific (S)...	.30	.50	.75	1.40	1.80	2.20	2.50	5.00
Texas (S)30	.50	.75	1.40	1.80	2.20	2.50	5.00
Uncle Jim (S)30	.50	.75	1.40	1.80	2.20	2.50	5.00
Warfield (P)25	.40	.60	1.05	1.45	1.80	2.00	4.00

The Patagonia (S) See page 40 for prices.

ASPARAGUS.

Giant French Argenteuil \$.20	.30	.45	.80	1.10	1.35	1.50	3.00
Palmetto20	.30	.45	.80	1.10	1.35	1.50	3.00

ORDER SHEET.

W. W. THOMAS, The Strawberry Plant Man,
ANNA, ILLINOIS.

State _____

Total - - - - - \$

Ship by Express, Freight, Mail. Mark X across the way you wish plants sent.

[illegible]

DO YOU KNOW OF SOME ONE WHO WOULD
LIKE TO HAVE THIS CATALOG

I will consider it a special favor if when sending in your order you will be so kind as to give me below the names of any of your friends or neighbors who are interested in strawberries and my catalog will be mailed to them. I know they will be pleased to receive it and you will be favoring both them and myself.

[illegible]

GENERAL INFORMATION

LOCATION.

I am located in Southern Illinois, about thirty-six miles north of Cairo, and about 100 miles south of St. Louis. This location is in about the same latitude as Richmond and San Francisco.

SHIPPING SEASON.

My regular shipping season commences October 1st. However, I am sometimes able to send out some plants in September. This, however, depends upon season and weather. I continue digging and shipping during the entire fall, winter and spring until May 1st or later. I am sometimes delayed a short time by freezing weather during the months of January and February, but usually able to ship any time during these months.

PLANTS BY MAIL.

I make a specialty of sending plants in small quantities by mail. Those wishing to obtain a few of one or more sorts can order in this manner. See my price list for postpaid rates.

EXPRESS RATES.

The classification on strawberry plants is such as to enable me to secure very low rates to all points, and as I pack very light in baskets or crates, the express charges are less than might be supposed. Seven baskets are usually billed out for 100 pounds. Crates vary in weight according to size.

FREIGHT SHIPMENTS.

When cold weather sets in in November, I can ship plants all over the country safely by freight. The colder the weather, the better they will carry. I would advise those who want plants for early Spring to get them in November or December shipped by freight and heel them in until Spring, when they are ready as early as you wish to plant them.

TERMS OF PAYMENT.

Cash with order unless otherwise especially agreed. Plants will be sent C. O. D. when one-third of the amount accompanies the order.

REMITTANCES.

May be made by New York, Chicago or St. Louis Draft, Postoffice or Express Order or Registered Letter.

ORDER EARLY.

Do not delay sending your order until you are ready to plant, but order plants as soon as you know you will want them.

GUARANTEE OF GENUINENESS.

I exercise the greatest care to keep my plants pure and true to name, and hold myself in readiness to replace, on proof, all stock that may prove otherwise. But it is mutually agreed between the purchaser and myself that I shall not be liable for any amount greater than the original price of the goods.

INSPECTION.

A certificate of inspection from the State Entomologist will be attached to each and every package of plants.

NO CHARGE FOR PACKING OR PACKAGES.

I make no charge for packing or for packages, whether baskets or crates.

ALWAYS WRITE YOUR NAME THE SAME.

Always write your name plainly and the same to your order and all letters.

SPRING PLANTING SHOULD BE DONE EARLY.

When planting in the Spring plant just as early as possible. You will get better results.

REFERENCE—ANNA NATIONAL BANK.

